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AIR TRANSPORTATION

MARCH • 1960

The Air Magazine for The Modern Shipper

Vol. 31

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SAS Moves into the
Jetfreight Age.

How IBM World Trade Put
Air Freight to Work

Big Boost Towards the
Big Breakthrough

and many other features of
interest and value
to shippers


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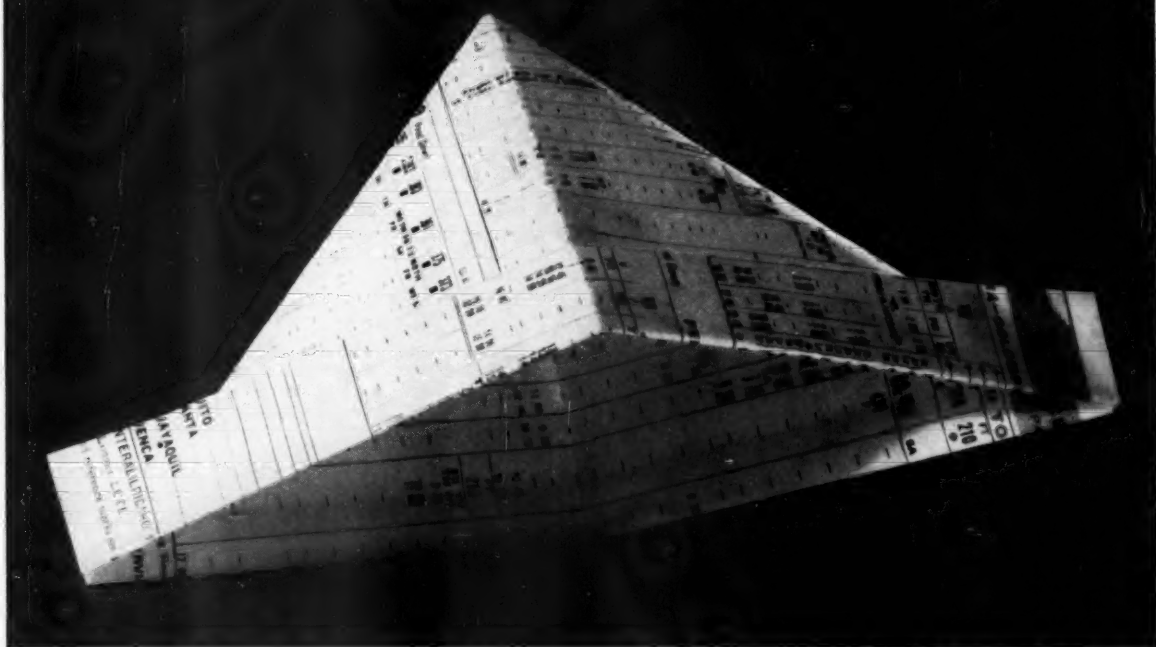
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From The Readers

Reference is made to your January 1960 issue on Page 6 in which it is stated, "Apart from the rights won by the forwarders, there was general satisfaction in the Board's abandonment of an earlier recommendation by an examiner to change the descriptive title, 'international air freight forwarder,' to 'air cargo consolidator.'" As you know, I was the examiner in the freight forwarder case and I am sure you also know that I rejected the proposed change of name to air cargo consolidator as "confusing to the industry" and unnecessary and inappropriate at this time. See pps. 110-111 of Initial Decision in Docket 7132 issued April 30, 1957. However, on review, the Board in its first opinion in the case reversed and adopted this name. On reconsideration, therefore, the Board has affirmed my original ruling.

... As always, I enjoy reading your very fine publication.

Paul N. Pfeiffer
Hearing Examiner
Civil Aeronautics Board
Washington, D. C.

Air Transportation is a very good and informative magazine.

Louis D. McMeekin
Traffic Supervisor
Allis-Chalmers Mfg. Co.
Gadsden, Alabama

... Enjoy the publication very much.

Thomas Kearns
Manager-Traffic &
Transportation
AirResearch Mfg. Co.
Los Angeles, Calif.

... A very good magazine. We all enjoy reading it.

Lloyd R. Poleselli
Manager
Airgo International Corp.
San Francisco, Calif.

For years *Air Transportation* a valuable and very readable reference in my work.

Steven Rajik
Philadelphia, Pa.

We enjoy reading *Air Transportation* and consider it an excellent magazine.

D. L. Rothmund
Traffic Manager
Adolph's
Burbank, Calif.

Shame on you! How could you confuse the Bristol Britannia with the de Havilland Comet 4? I predict a worsening of Anglo-American relations following the pictures on Page 23 of your December 1959 issue! The only things the two aircraft have in common is that they were both developed in England, and were both first in their particular field (and over the North Atlantic).

Peter R. Orton
Assistant Editor
Freight News
London, England

... You have made a mistake in naming the BOAC airplane picture in your December magazine.

Pierre Roussaire
Paris, France

... We wish to bring to your notice an error on Page 23 (December) in the article regarding Europe's Jet Age entries. As you will see, you show photographs of jet aircraft produced in Europe, with a note that the centre picture is of a de Havilland Comet 4 jet and the picture you show is of a Bristol Britannia propjet.

While we agree that the Bristol Britannia is one of the very fine aircraft pro-

duced by this country in the 50s, we do feel that this picture could be very misleading to persons not fully conversant with air transportation. We sincerely hope that you do not resent us writing you, but we felt that this error should be brought to your notice.

F. S. Bray
Manager, Airfreight Dept.
Ace Shipping Ltd.
London, England

On Page 23 of the December issue of *Air Transportation* there appears a picture of a BOAC aircraft. The caption describes the picture as a de Havilland Comet 4. The Comet does not have propellers and this aircraft is in fact a Britannia. In fact, I think this is a picture of a medium-range Britannia 102 rather than the trans-Atlantic long-range Britannia 312.

G. A. Wynn-Wynne
Public Relations Officer
British Overseas Airways Corp.
New York, N. Y.

We view with horror this regrettable disturbance in Anglo-American relations, and humbly hasten to assure our friends and allies that the damage will be repaired.—Editor.



THIS is a de Havilland Comet.



And THIS is a Bristol Britannia.



From FREIGHT NEWS
U. K. Editorial Associate of
Air Transportation

The beginning of a new year—the beginning of a decade which heralds staggering advances in a scientific revolution so much part of our lives we only tend to notice it at such stock-taking times—with air travel getting into its stride and air freight just starting to control its baby legs (sturdy ones, thank goodness!); it was a buoyant time. But in the charter market any natural feelings of buoyancy were a bit quelled. The first several weeks of the year were quiet and uninspiring.

That is not unusual in January, and it is true that by early February, forward inquiry was brisker and things generally looked more promising. Nevertheless it made for a somewhat depressing start to the "new era."

It is, however, worth recalling that it is only just over one decade that the air charter market on the Baltic Exchange has been functioning. In that relatively short time it has grown to make up a small but essential and organic part of the organizational machinery for the movement of people and goods by air. It is not in the nature of things for the open market to expand at the same pace as the "closed" market represented by the airline services of the world. But it is a safe prediction that the end of the present decade will see a thriving charter market, probably with far greater emphasis than at present on the cargo side of the business. If equity, commonsense and economic principles are then still regarded as things worth striving for, there will be fewer international restrictions on charter flying, considerable savings in costs and much better use of available space. And there is little doubt that the most expeditious and cheapest way of matching demand and supply in homoge-

neous air space will be through the experienced broker who grinds only the axe of efficiency.

Many of the charters fixed on the Exchange are foreseen weeks, sometimes months, ahead. These are the group passenger and ships' crew movements which form the market's bread and butter. The emergency jobs which crop up in between often give a tang of spice—and sometimes also catch the public eye. One such occurred last month, to provide, as well, another example of the versatility of air carriage. This was the flying of a nine-ton ship's propeller shaft to Calcutta. At first approach the job was labelled "impossible": the shaft was over 24 feet long. But soon after, with the help of a 25-ton mobile crane and two expert loaders, it was safely installed in a KLM Super Constellation 1049H freighter and flown to its destination. Three days later the ship was ready for sea. As an emergency job with considerable loading and unloading problems this was necessarily a costly operation. The charter was said to have been worth about £8,000 (\$22,400). But the saving in ship's sailing time and laying-up expenses must have been well worth it.

AIR TRANSPORTATION

The World's First Air Cargo Magazine

Established October, 1942



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AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

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AIR COMMERCE

DOMESTIC . . . INTERNATIONAL AIR CARGO



VOL. 36

MARCH, 1960

No. 3

Sam Dunlap Moves to TWA As Vice President-Cargo

The well-known freight executive, Samuel C. Dunlap, joins Trans World Airlines on March 1. He will take over the new office of vice president-cargo sales and market, after having resigned as vice president-cargo of American Airlines, a post he held since 1955.

In announcing Dunlap's appointment, E. O. Cocke, TWA senior vice president, called the cargo executive's association with the airline "a significant step in TWA's all-out campaign to develop air cargo leadership in both the domestic and international fields."

In a recent statement to *Air Transportation*, Dunlap said:

"I believe we are now entering a buyer's market. Business is going to go to the carrier which gives the best service to the most shippers."

Dunlap, a colonel in the Air Transport Command in World War II, was a co-founder of Slick Airways, all-cargo carrier, and served as its first executive vice president.



Dunlap
AA to TWA

KLM West Coast Denial Raises Anger of Dutch

Charging discrimination against its national air carrier, KLM Royal Dutch Airlines, Netherlands Government officials and the press of that country have condemned the State Department's refusal to revise the United States-Netherlands air transport agreement. Revision would permit KLM to operate a route between Amsterdam and Los Angeles.

(Concluded on Page 42)

Durfee Warns U. S. Its Air Lead is Challenged

Great Britain and the Soviet Union can win the world air transport lead from the United States, James R. Durfee, Civil Aeronautics Board chairman, warned in letters to the Commerce Committees of both the Senate and House of Representatives.

Durfee stated that the two countries are working on 2,000-mile-an-hour airliners, and suggested that the Government do something about helping to underwrite the

(Concluded on Page 10)

CAB Amends Protested Charter Regulation

On the heels of a protest by several foreign airlines which charged that a section of the Civil Aeronautics Board's Economic Regulations pertaining to charter rights of international air freight forwarders was discriminatory against them (February 1959 AT; Page 6), has been clarified through an amendment. The amendment affects Section 297.23(a) (February 1959 AT; Page 33).

In effecting the change the Board followed a recommendation by Louis P. Haffer, counsel of the Air Freight Forwarders Association, that clarification did not require the usual 30 days' notice.

In its announcement of the revision, the Board stated:

"Section 297.23(a) imposes limitations on the right of international air freight forwarders to charter aircraft between points on the routes of certificated air carriers. It provides, however, that these limitations shall not apply in the case of charters from direct air carriers which themselves are certificated to render unlimited scheduled air transportation between such points and could be authorized to serve such points on a non-stop basis. Under the language as written this exception from the limitations of Section 297.23(a) clearly extends to on-route charter operations for freight forwarders of U. S. certificated air carriers but does not appear to extend to such operations of carriers holding foreign air carrier permits issued under Section 402 of the Federal Aviation Act. The provision in its present form may thus give rise to

(Concluded on Page 42)

Hewitt Gives Economics Lesson to Riddle Staff

In a special memorandum to the employees of Riddle Airlines, Robert M. Hewitt, president, exhorted all personnel to get behind a virile program aimed at lifting commercial air cargo traffic and reducing costs.

The domestic all-cargo line has been in financial difficulties for some time, giving rise to a welter of industry rumor. Since Hewitt's election to Riddle's presidency last October, the airline has been able to show definite improvement. In the final quarter of 1959, its net loss was \$47,352 as against a loss of \$347,319 in the



Hewitt
Candid memo

(Concluded on Page 14)

Air-India Inaugurates Atlantic Flights May 14

The first Asian air carrier to offer scheduled transatlantic service, Air-India will start scheduled jet operations on May 14. The announcement was issued by Peter F. Mahta, manager for North America.

Departures from New York will start on a three-a-week basis (Fridays, Saturdays, and Sundays) at 9:30 p.m., arriving in Bombay at 5:05 a.m. (Sundays, Mondays, and Tuesdays). The Saturday flight goes on to Calcutta, landing at 8:20 a.m. Arrivals in New York will be on Fridays, Saturdays, and Sundays, at 2:30 p.m.

Eastbound departures on Friday and Sunday will make intermediate stops at London, Paris, Rome, and Cairo, before terminating at Bombay. The Saturday departure eliminates Paris, Rome, and Cairo, but adds Frankfurt, Geneva, and Beirut to London and Bombay, before letting down at Calcutta. The New York-London leg

(Concluded on Page 12)



Mahta
Air-India

Quesada Says Air Cargo Obstacles are "Man-Made"

In an address before the Aircraft Lunch-club in Washington, D. C., E. R. Quesada, administrator of the Federal Aviation Agency, said that "the obstacles to a national air cargo industry are largely man-made," and urged speedy development and production of a first-grade airfreighter.

The FAA head said that a virile na-

(Concluded on Page 37)

More Military Air Cargo May Be Given to Airlines

A doubling of the \$85 million-a-year volume of military cargoes hauled by civil air carriers may be the result of a decision by the Department of Defense to study methods of implementing a DOD report which has won President Eisenhower's approval. A seven-man committee under the chairmanship of Gordon W. Reed, of the Texas Gulf Producing Co., has been set up to achieve this purpose. It will study the following DOD suggestions:

(Concluded on Page 12)



DETROIT on FRIDAY



GENEVA on WEDNESDAY

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Douglas, Sud Join Hands In Important Plane Deal

Two major producers of jet transports—Douglas Aircraft Co., Inc., United States builder; and Sud Aviation, French manufacturer—have joined in an agreement which calls for "cooperation between the two companies" in their respective aircraft and business activities, as well as in technical efforts.

The deal means that Sud, which builds the successful *Caravelle*, will have its prestige greatly enhanced by its association with Douglas. Georges Hereil, president of the French firm, who held a joint press conference in New York with Donald W. Douglas, Jr., head of the firm bearing his name, stated that "American carriers will have more confidence in Sud aircraft" as a result of the tie-up with Douglas. It is expected to have a positive bearing on United Air Lines' ultimate decision on whether to purchase the *Caravelle*.

As Air Transportation closed for press, it was learned that United Air Lines has purchased a fleet of 20 *Caravelles*. Total cost of this fleet is approximately \$60 million, including spare parts.

To the American firm the agreement means an opportunity to get into the short-medium-haul field without the tremendous expense of designing and building a new plane. The manufacturer's medium-haul DC-9 project has been scrapped. Both plane builders believe there is a market for about 300 *Caravelles* in the United States in the next three or four years.

Awaiting legal finalization, the Douglas-Sud arrangement sees each company concentrating in separate areas and cooperating where they overlap. There will be an interchange of employees for training purposes. Douglas' program for *Caravelle* sales and servicing will include ground and flight training of customer personnel. It expects to set up its own *Caravelle* spare parts warehouse in New York and on the West Coast. Personnel of both Douglas and Sud will cooperate in promoting sales of the *Caravelle* and DC-8.

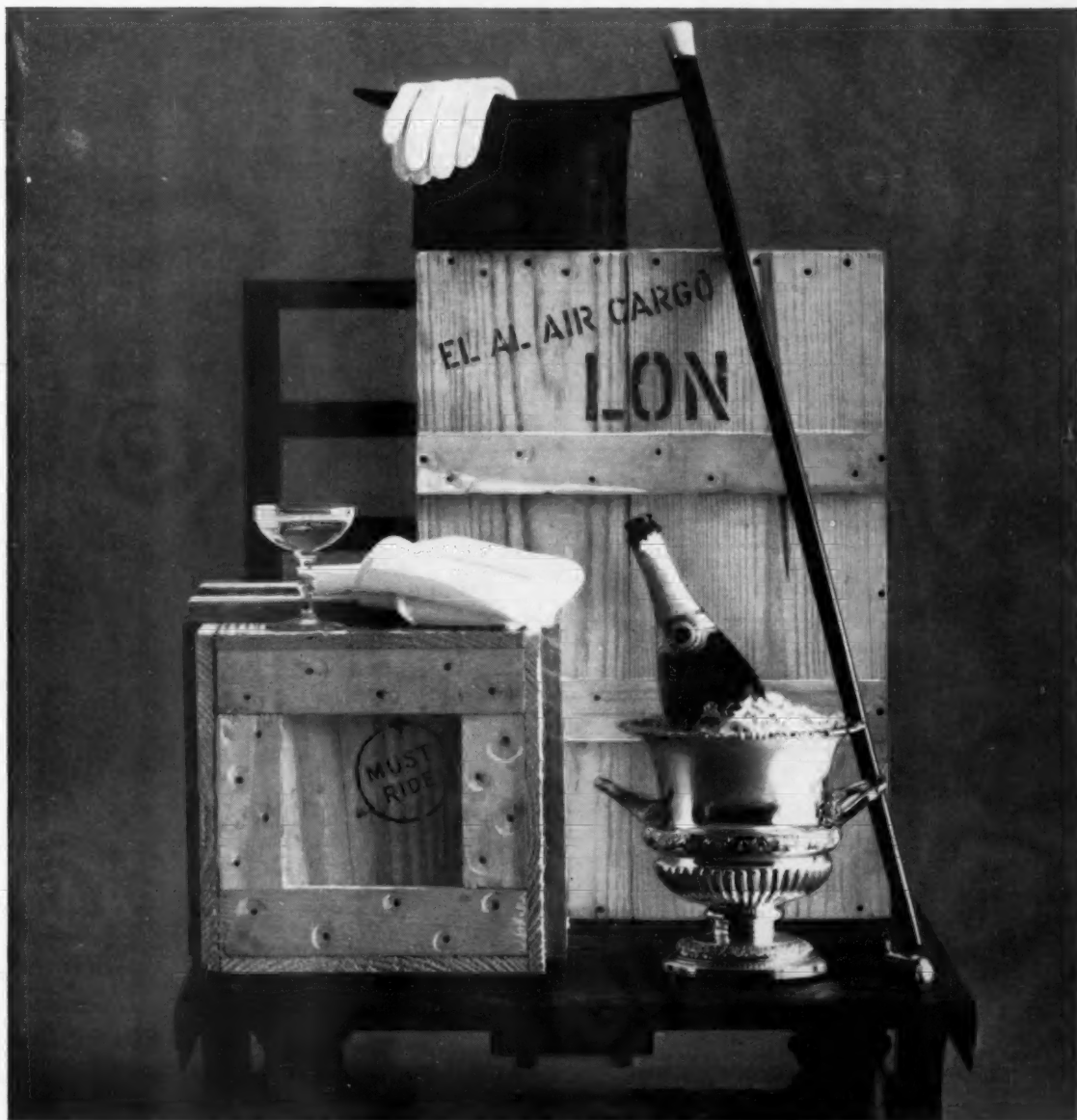
With regard to *Caravelle* purchases in the United States, Donald Douglas stated that if an airline desired immediate delivery, Sud probably would build the aircraft. If the airline desired later delivery, incorporating new design ideas, Douglas would build it. He said that it would take "under two years" to set up for production for delivery.

Hereil declared that both companies are vitally interested in their long-term future. He acknowledged that Douglas and Sud will cooperate on growth versions of the French jet. The deal does not include Sud's present helicopters or future models in that field.

Two Boards Vote Boeing Acquisition of Vertol

If shareholders of the Vertol Aircraft Corp. agree, that company will be acquired by the Boeing Airplane Co. The boards of both firms have approved this action. Vertol, major producer of transport helicopters, would become the Vertol Aircraft Division of the Boeing Airplane Co.

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MARCH 1960—PAGE 9

STARTING APRIL 1st

LOWEST AIR FREIGHT RATES IN HISTORY

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	Geneva-Zurich	.33	100
	Rome	.30	2200
		.34	100
		.31	2200
Adding and/or Computing Machines & Parts	London	.32	100
	Milan-Turin	.30	6600
	Geneva-Zurich	.33	100
	Rome	.30	6600
		.34	100
		.31	6600
Radio, TV and Comb. Radio TV & Radio Phono. Electrical Household Appliances & Parts.	London	.36	100
	Milan-Turin		
	Geneva-Zurich		
	Frankfurt	.37	
	Rome		
	Madrid		
Scientific, Dental Precision & Surgical Instru- ments and Parts Optical Goods	London	.37	100
	Milan-Turin		
	Geneva-Zurich		
	Frankfurt	.38	
	Rome		

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PAGE 10—AIR TRANSPORTATION—Air Commerce

British Railways Seeking To Buy into Air Company

Silver City Airways, successful road vehicle air ferry and passenger carrier, may come under the part ownership of Britain's railways. According to a report from England, the British Transport Commission is negotiating with British Aviation Services for the purchase of a share in BAS, owner of Silver City. If the deal goes through, integrated rail-air services are considered to be a probability.

Alitalia Subsidiary

Alitalia reportedly is forming a subsidiary airline which will concentrate on charter traffic. It will operate DC-6 and DC-3 equipment which delivery of DC-8 jets is making surplus to the Italian carrier's present needs.

Aircraft Executive Sees Brilliant Cargo Future

The inability of the airlines to invest equally in passenger and all-cargo transports has been one of the principal factors in retarding the growth of air cargo, J. R. McGowan, vice president-commercial programs, Douglas Aircraft Co., Inc., told members of the Charlotte Engineers Club. But he warned that cargo is a "sleeping giant" which will be the center of a "real air revolution."

"Technically the airplane is ready," McGowan asserted. "Turboprop and turboprop cargo airplanes can be delivered within two to three years which can cut operating costs in half. Fully mechanized cargo-handling systems will be developed with automatic sorting, routing and billing. Domestic air cargo rates will drop first to about 14¢ per ton-mile, as compared to about 21¢ at present. As volume increases, air rates will drop to about 10¢, which will approximate truck rates and offer serious competition to other surface carriers."

McGowan predicted 2,000-mile-per-hour transports by about 1970. It was entirely possible, he said, that these transports will be eliminated in favor of rocket-powered transports traveling at a rate of 6,000 or 7,000 miles per hour, at about the same time.

AIR LEAD CHALLENGED

(Continued from Page 6)

design and development of similar aircraft. Delay of one to three years can mean that within a very few years, possibly by "the early or mid-1960s," American long-haul operators will be "forced by competitive reasons to place orders for supersonic aircraft" elsewhere, and "the favored position enjoyed by American civil aircraft manufacturers might be lost for decades."

"Given proper encouragement," the CAB chairman stated, the major plane builders of the United States can produce a supersonic airliner in about three years and make production deliveries by 1967.

The committee heads, Senator G. Magnuson (Dem., Wash.) and Rep. Oren Harris (Dem., Ark.) are taking a serious view of Durfee's message. Magnuson said that it "confirmed my worst fears."

Parke, Davis does World Trade at Jet speed via B·O·A·C

The distribution of drugs and vaccines to overseas markets requires careful scheduling in order to meet the requirements of the overseas customer.

This is one reason that Parke, Davis & Co. regularly uses BOAC Cargo service. During last summer's polio season alone, Parke, Davis made many shipments of 'Salk' vaccine to England. In quantities as large as 9,000 pounds. They arrived overnight!

Another reason for air distribution: BOAC's convenient flight frequency to the main markets of the world ensures minimum transit times from the end of the pro-

duction line to customers.

BOAC offers frequent convenient flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto. Offices also in Atlanta, Buffalo, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg.

Air delivery ensures minimum spoilage and longer shelf life. Try BOAC next time!

Frequent flights means certain space for your shipment. For full information consult your freight forwarder, BOAC cargo agent, or any BOAC office.



The illustration depicts a BOAC cargo aircraft on a tarmac. In the foreground, a pilot in a dark uniform and cap stands next to a stack of large wooden crates. He is holding a pen and looking down at a document. The crates are labeled with 'PARKE' and 'DAVIS'. In the background, a forklift is visible near the tail of the plane, which has the BOAC logo and 'G-BCAC' on its tail fin. The overall scene suggests the efficient handling and shipping of pharmaceuticals.

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AIR-INDIA

(Continued from Page 6)

of both eastbound and westbound flight is nonstop.

According to Mahta, Air-India hauled 4,153,000 pounds of freight in its last fiscal year, ended March 31, 1959. (The *Air Shippers' Manual* ranks Air-India 13th in the world in international freight ton-miles flown, and 30th in total—domestic and international—ton-miles.) An outgrowth of Tata Airlines, organized by the famous aviation figure, J. R. D. Tata, and which flew its first scheduled service more than a quarter-century ago, Air-India opened its international service from India on June 8, 1948. Today it serves 26 cities in Europe, Africa, and Asia.



Shaw
Cargo officer

Air-India's United States offices are located at 425 Park Ave., New York; 37 S. Wabash Ave., Chicago; and 543 S. Olive St., Los Angeles.

MILITARY AIR CARGO

(Continued from Page 6)

► Keep the Military Air Transport Service strong enough to fulfill wartime military needs and peacetime demands unable to be fulfilled by the commercial airlines.

► Reduce MATS' operations to the point where the requirements it sheds are effectively taken over by the airlines, at reasonable cost.

► Increase reliance on commercial airline service, as they acquire more economical long-range transports, while orienting MATS to "the hard-core function" which has been called its primary purpose.

► Purchase additional commercial airlift at rates filed with the CAB, rather than continue the practice of advertising for bids; enter into longer-term contracts; give preference to those carriers which have committed aircraft to the Civil Reserve Air Fleet, to those owning modern equipment, and to those investing in airfreighters.

► Arrange for "defense and industry participation" in the developmental costs of long-range jetfreighters.

► Proposals of aircraft purchase loan guarantee legislation should contain built-in insurance which would transfer these privately owned planes to MATS in an emergency.

Members of the Reed Committee are: James W. Austin, president, Northeast Airlines; Dr. George P. Baker, professor of transportation, Harvard Graduate School of Business Administration; Gen. Charles Bolte, U. S. A. (ret.); Frederick M. Glass, vice president, Empire State Building Corp.; William B. Harding, Smith Barney & Co.; and J. Saliba, executive vice president, Saliba Manufacturing Co.

Meanwhile, MATS has asked 93 United States civil air carriers to bid on long-term contracts for the overseas movement of some 3,000 tons of freight and 15,000 passengers from March through June.



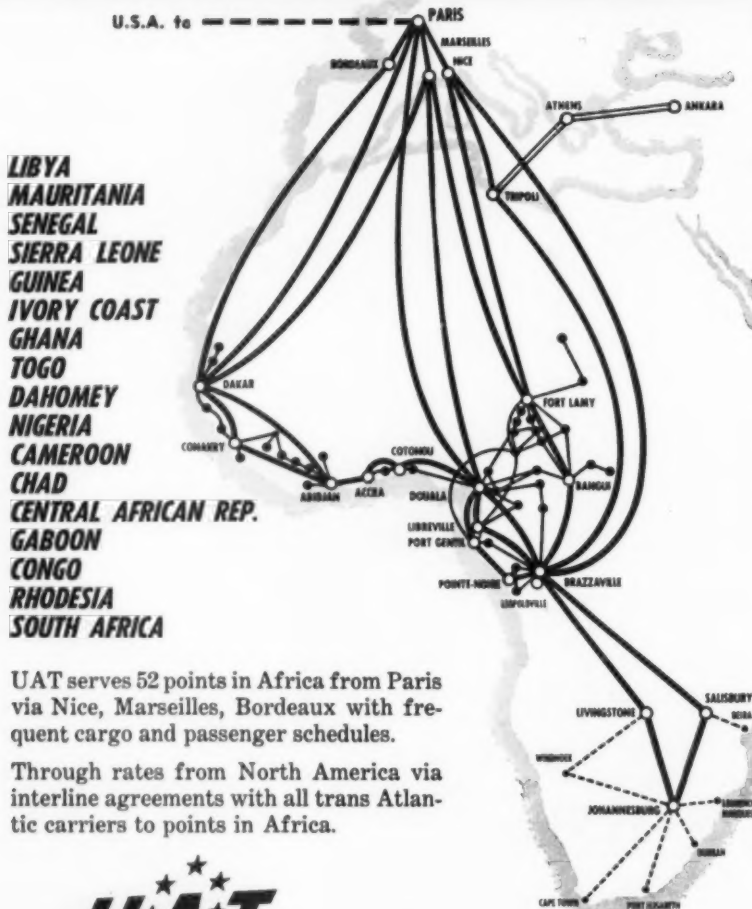
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HEWITT

(Continued from Page 6)

similar quarter of 1958. This is considered to be an accomplishment in view of the fact that revenue for the period dropped from \$2,711,710 in 1958 to \$1,469,048 in 1959.

"Keep in mind, however, that a year ago you operated common carriage cargo and Logair, while this year we operated common carriage cargo only," Hewitt told the Riddle employees. "Had we been operating Logair this year, we would have been operating \$150,000 to \$200,000 in the black..."

Pointing out that over the past four years Riddle's operations costs have topped revenues by more than \$7.5 million, Hewitt

candidly stated that "Riddle is daily fighting a battle for survival with the reduced resources it still has available." He said that the battle "can be won for the immediate future only by achieving lower costs and substantially more revenue." The airline head added:

"As most of you know, Riddle's future is also at stake in a major investigation by the Civil Aeronautics Board. The outcome of this case will determine both our legal right to continue in business and, should this be decided in our favor, our eligibility for future subsidy support if we need it.

"In addition, in this proceeding we have made a strong case for a new route to the West Coast from Atlanta and Florida points. This we need badly to retain the large amount of transcontinental traffic which we have always moved to and from

Chicago and which is now being lost to competitors who can move it more directly. Should we be awarded this new route, we expect it would prove very profitable because it has a large traffic potential and is long-haul and thus more economic than most of our existing routes."

Hewitt stated that he exploited Riddle's competitors to make "every legal effort available to them to put us out of business by helping us to lose more money." He fully expected to see these competitors to increase their competitive freight schedules "at any time this year in an attempt to put us out of business before any help may materialize from the CAB." While waiting for the CAB to arrive at a decision—a long, time-consuming process—traffic must be built substantially and costs slashed in order to be in a position "to benefit from either of these hopes."

Economic Points

Borrowing from the Riddle presentation to the CAB, Hewitt made the following points:

► Riddle and Flying Tiger, the only two domestic all-cargo services in operation at the present time, must live entirely on revenues from "the lowest paying type of traffic—freight." Over 90% of Riddle's revenue is from scheduled freight transportation for which it receives less than 20¢ per ton-mile. The passenger-carrying airline competitors earn more than 91% of their revenues from passenger traffic which pays over 58¢ per ton-mile. "They can afford to carry air freight at a loss and as a minor by-product supported by passenger revenues."

► All-cargo airlines "can only hope to operate at much higher load factors and operate also at much lower unit costs," performances which they have been able to accomplish. Despite this, "Riddle, in particular, shows expenses greatly in excess of revenues received." It lost close to 6½¢ for each ton-mile of capacity provided, as against a loss of 0.94¢ for the all-cargo lines (averaged). Other all-cargo carriers, domestic and international, have benefited from substantial volumes of profitable passenger charters. If the latter had realized only the low yield from freight operations shown for Riddle (14.64¢ per available ton-mile) the overall loss of the cargo industry would have been in the order of 5.714¢ per available ton-mile or some \$21,930,000.

"If we could supplement our scheduled services by a substantial volume of profitable charter work as some carriers have done, we might alleviate our problem substantially," Hewitt declared. "With existing aircraft, however, we can probably obtain only short-haul freight charters which will also be economically marginal at current flying operations cost."

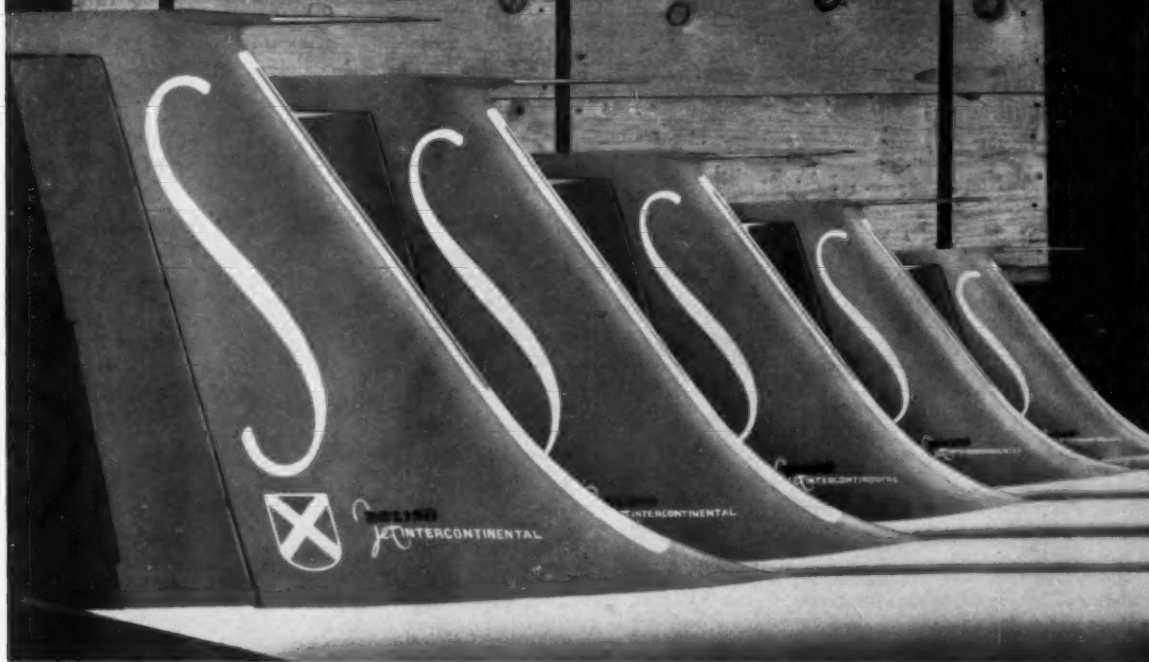
"Before counting on future improvements in equipment, Riddle must bring its current revenues and costs into balance since we no longer have funds to absorb annual losses of \$2.5 million."

Aim is Self-Sufficiency

With "neither the lucrative traffic sources of our competitors nor the subsidy support to make good losses," Hewitt said that the company must pare costs until self-sufficiency is achieved. Simultaneously, more traffic must be generated. This was done last October when 2.5 million revenue ton-miles of traffic at 80% load factor were registered. Available ton-mile costs were reduced to 16.4¢.

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MARCH 1960—PAGE 15



IBM PRODUCTS ARRIVE at Copeland's Idlewild facility for consolidation and reforwarding abroad, in chartered plane.



THIS LOADING SCENE has been repeated weekly since inception of the transatlantic charter operation last August.

A major United States corporation has organized one of the neatest international air distribution operations in many a year. Read this enlightening article which reveals . . .

How **IBM** World Trade Put Air Freight to Work

TUCKED away in one obscure corner of gigantic New York International Airport, squeezed between the freight facilities of the transatlantic air carriers, a private beehive of buzzing activity is attracting more than passing attention.

Tending to its own pollen-gathering, so to speak, without the usual attendance of a blaring fanfare of publicity, this humming beehive has created a stir in productive industry management and transportation circles on both sides of the Atlantic.

The reason is one of the neatest international air distribution operations to have been introduced in many a year. It is paying off to the harmonious tune of estimated savings in the "six low figures per year," while simultaneously improving distribution services—a trick calculated to bring a beatific smile to the lips of any comptroller.

Sparkplug behind the transatlantic operation is a bright, young traffic executive. He is James E. McGuire, traffic manager of IBM World Trade Corporation.

"Don't give me all the credit," McGuire said. "Ed Maney, who heads up IBM's domestic traffic organization, worked with me on the basic idea of the operation."

That was four years ago, when Mc-



Miles



McGuire

Work as a team

Guire performed his multifaceted duties from Endicott, New York. Today McGuire makes his headquarters in New York City.

The idea, simply put, was this: in contrast with the accepted practice of turning over to the scheduled airlines all of its shipments designated for air carriage, at normal air freight rates applicable to their size and commodity description (which at this stage of development still cannot be called low), why couldn't IBM's steady flow of overseas traffic afford the economic convenience of chartered aircraft? There was indisputable evidence that the advent of the jet in commercial operations would release increasing numbers of propeller-driven transports for cargo carriage.

Well, there were a number of excel-

lent reasons why the idea, feasible on paper at least, could not be followed through. The most formidable one was the lack of a central traffic control within the World Trade Corporation. Without a central control office, a distribution operation such as that envisioned by McGuire and Maney would run into immediate disaster. So the plan necessarily took a back seat.

In the interim there were frustrations. Take the case of the single 45,000-pound rush shipment. McGuire could hunt down only one aircraft available for charter. Its payload was only 20,000 pounds. The balance of 25,000 pounds had to fly in scheduled aircraft at normal rates. Because of the existing rate structure and the non-availability of adequate charter aircraft, McGuire figured he overpaid \$6,000 on the shipment. But the incident served to sharpen his thinking on the subject of regular IBM charters which one day he hoped to introduce.

McGuire, whose own province is world-wide distribution, refused to let the idea die. Central traffic control, he knew, must come one day; and when it did, he'd know exactly what to do.

Patience brought its traditional reward. In 1958, the long looked-for central traffic control was established. It was this action which brought McGuire

(Continued on Page 26)

Sixteenth in an
exclusive series of
global on-the-spot
surveys and reports

SAS



Moves Into the Jetfreight Age

By RICHARD MALKIN, Executive Editor, *Air Transportation*

A EUROPEAN businessman with whom I became acquainted at the airport in Vienna, upon learning that I was associated with the air freight industry, confided to me that over a period of years a veritable cavalcade of airline salesmen had attempted unsuccessfully to convince him that his products could move economically by air.

"They worked hard on me, those young fellows," he said with a laugh. "They could not convince me. I said no every time. Do you know what made me change my mind? A chat with my son-in-law. He is with a brewery, and he told me his company often has bottle caps brought in by air. Bottle caps—who would believe that? My son-in-law could not tell me why; but

I know his boss, and he is a hard man when it comes to money. So the next time one of those airline fellows came around I thought of my son-in-law's boss. I listened a little closer and decided it was worth a try. That was last year. Most of my merchandise still goes by sea and rail and lorry, but I am spending money for air that



I did not before. Ship more by air? Possibly. We will see; we will see."

When, returned to Copenhagen a few days later, I mentioned the incident to an SAS representative, he grumbled a bit at the "pigheadedness" of the businessman. But a subsequent recounting of the scrap of gossip to another SAS man elicited this wise comment:

"That's how it is. The salesmen, the promotions, the advertising sow seeds. We win a few customers; most of them



Justesen



Settergren

SAS' No. 1 and No. 2 freight men

wait it out for a while. Then word-of-mouth starts. Once that happens you cannot stop it. Your friend in Vienna is an excellent example. There was no good reason he could not airfreight his shipments years ago, but he needed someone closer to home to make him do it. He found it safer to copy another than to pioneer. You cannot figure these things out. They are human factors. One day we will wake up and find the whole world of business shouting for air freight space. It will be a case of a million businessmen with sons-in-law in the brewery business."

As in so many international airline organizations whose headquarters sprinkle the world map, the cargo department of Scandinavian Airlines is a comparatively small nest of furious ac-



Palgiv



Crimmins

No. 1 and No. 2 freight men in U. S.



GENERAL SCENE at the SAS cargo warehouse at Kastrup Airport. Customs area is in the foreground. Transit freight is at the right. The rear is set aside for sorting, adjacent to manifesting office and access to loading platform. Inset shows P. Elkaer Olson, supervisor of cargo handling, headquartered here, who reported an important cargo build-up.

tivity. Its occupants are beset by a special fervor born of the unshakable belief that only the passage of time—and not too much time at that—will prove cargo's eventual dominance in the air transportation industry.

I had planned to see Kaj B. Justesen, SAS' cargo manager for the system, at company headquarters in Stockholm. But Justesen was out of the country on matters concerning the International Air Transport Association (the big rumor extant was an imminent revision of freight rates—how true!).

A parenthetical word about Justesen. A Dane by birth, and a deep-dyed freight man by virtue of his origins in the shipping business, he joined Danish Air Lines in 1937 as a traffic agent. The shipping business reclaimed him for a while, but he turned up in that airline again in 1945 as assistant to the general traffic manager. Three years later he was elevated to cargo manager for SAS' European Division, moved up to deputy cargo manager for the system in 1951, and in 1954 to his present top-rank post.



Lauesen
Denmark



Gillstrom
Sweden

The No. 2 man in the cargo department, C. Magnus Settergren, took over for Justesen. A pleasant, soft-spoken young man, Settergren has been with SAS 10 years.



"I started with mail, but moved on to freight," he said with a slow smile.

Flanked by Egon West of the cargo and mail sales division, and Ake Gille, cargo sales development manager, Settergren painted a picture of an airline on the move. Although final freight statistics for the year 1959 were not known at the time of the interview, subsequent advice produced the information that another new high for the airline was set that year with a record 33,345,284 ton-kilometers flown—a 29% increase over 1958. Freight haulage was responsible for 9.2% of SAS' 1959 revenue and if mail is to be included in the cargo figure, the wedge swells to 15.7%.

That group of commodities which includes machinery, vehicles, and electrical equipment, is a runaway leader on the airline's freight revenue chart. Producing, at last count, 29% of this revenue, it contributes more than twice the revenue given by the next commodity group—paper, books, rubber, and wood articles.

No precise figures on the relative position of the IATA cargo agent and air freight forwarder in system-wide traffic were immediately available, Settergren stated. Would he care to make an educated guess, then?

"I would estimate that they give us between 60% and 70% of all our traffic," he said, then added after a moment's thought: "I think that is a pretty fair estimate."

There are 171 registered forwarders in Sweden, 46 of which are IATA cargo agents. Only two freight forwarding firms in that country engage in air consolidation operations: Olson & Wright, largest in Sweden, agent of Air Express International; and A.S.G., subsidiary of Swedish State Railways, agent of Emery Air Freight.

A convention of cargo managers has been made an annual event in Stockholm.

Four times a year a comprehensive cargo course is taught to personnel from SAS stations everywhere who have completed their basic training. Deep-rooted in the practical sense, the airline's instructors—with manuals, slides, and blown-up documents as working tools—bore into all of the aspects of sales, handling, and service. At the end of the allotted 10-day education period, the student is likely to have such diverse queries as these flung at him by his instructors: *Why is it prohibited to use straw and hay as packing materials for animals? Is it possible to insure against war risk? What is a class rate? Who shall be informed if the consignee refuses to take delivery? And so on.* The SAS Traffic School in Stockholm also provides advanced courses for employees on the supervisory level.

Sales Bulletins

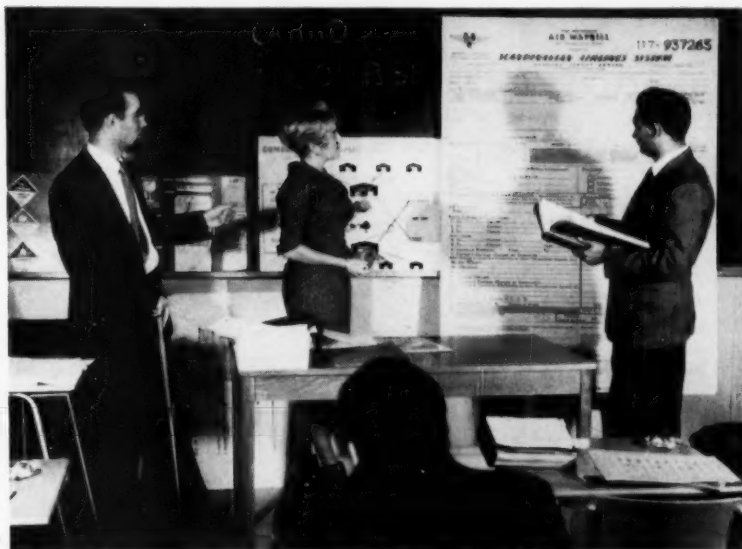
Gille, who has two decades of Scandinavian air carrier service to his credit—he started his career with one of SAS' predecessor airlines, A. B. Aerotransport, and has served as district sales manager at a string of European and Near and Middle Eastern offices—displayed with pride a series of cargo sales bulletins which are primarily aimed at the shipper. Often these sales pieces lean on soft-sell humor to put an idea across. ("... we can go further and point out that, by far the majority of our passengers are expected to embark and disembark themselves—with possibly only the steadying hand on the elbow of one of our charming hostesses, whereas your freight will be handled with a tenderness that we normally extend to those passengers too young, too old, or too infirm to help themselves.") And there is the direct sell which emphasizes



CARGO TEAMS at all SAS stations in Scandinavia compete for this plaque and four-day, all-expenses-paid vacation. There's a booby prize, too—a small comic figure.

specific airshipping economies—case histories which illustrate how costs are reduced by the proper application of air freight to distribution procedures.

From SAS' various promotional efforts in the United States, one is not apt to be left with the knowledge that the airline's origins go all the way back to the very beginnings of com-



BLOWN-UP AIRWAYBILL assists students in SAS cargo class.

mercial air transportation. A consortium of three independent Scandinavian airlines—A.B. Aerotransport (ABA), of Sweden; Det Norske Luftfartsselskab (DNL), of Norway; Det Danske Luftfartsselskab (DDL), of Denmark—the Danish entity of Scandinavian Airlines System made its first revenue flight on October 29, 1918. ABA started operations in 1924; DNL three years later. A fourth carrier, Svensk Interkontinental Lufttrafik A.B. (SILA), organized in 1942 by ABA and Swedish business interests as an independent North Atlantic airline, was absorbed by ABA in 1948.

Talk of a union of Scandinavian air carriers started in 1938. War and German occupation of Norway and Denmark intervened; but a tentative understanding had been reached, although a number of knotty problems remained to be resolved at a later date. Cooperation was definitely in the cards. Even though the union still was a mass of projections on paper, SILA, acting for itself and its partners-to-be, gave Douglas Aircraft Company the first order of 10 DC-4s.

Victory for the Allies in Europe brought renewal of planning. In the month following VE-Day, SILA made the first postwar commercial transatlantic flight. Scandinavian Airlines System became a reality on August 1, 1946, and the following month the first SAS aircraft landed at New York's La Guardia Field to be greeted with suitable ceremonies. (Veteran journalists still recall the splendid reception at the Rainbow Room and the sumptuous feast at the Waldorf-Astoria to commemorate the event.)

The SAS of today is a distant cry

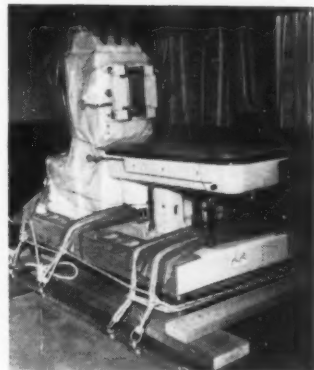
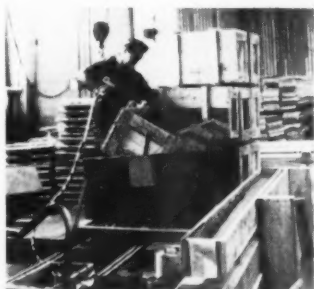
from that first postwar year. With an unduplicated route network of some 120,000 statute miles, its Viking-dubbed transports operate to five continents, serving 85 cities in 42 countries. No complete figures on the freight-hauling



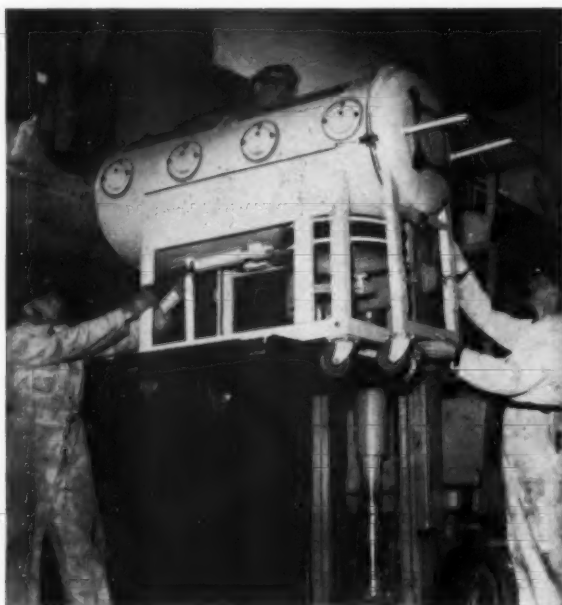
records of the IATA-member airlines in 1959 are available at this writing. In the last year of record, SAS ranked fifth in the world in international ton-miles of freight flown, and eleventh in total (domestic and international) freight ton-miles.

A modern reflection of the Viking Age of a thousand years ago, when the high-sterned, oar- and sail-propelled longboats of the Scandinavians prowled the seas farther than any others dared to venture, was SAS' pioneering of the transpolar route, between Copenhagen and West Coast United States. When this operation settled down to ordinary routine, the Scandinavians introduced another "cold route" flight, connecting Copenhagen with Tokyo via Anchorage.

These days it is a risky occupation reporting the size of an airline's fleet. Deliveries of new aircraft are occurring with such frequency in this era of the jet that one is inclined to ques-



The woodworking scene bears no relation to air freight. It merely illustrates preparation of export crating for sea shipping—an expensive procedure which is eliminated in air shipping. In contrast, study the delicate medical apparatus—a "heart and lung machine"—secured to a simple skid and covered with polyethylene. The Scandinavian airline flew it from Copenhagen to South America and back in perfect safety.



Iron lungs makes overnight trip across North Atlantic.



Seafood from Scandinavian waters for European restaurants.

tion one's own faithfully recorded statistics. At any rate, consignments of an almost infinite description are being hauled by SAS in the cargo holds of 14 DC-7s, 13 DC-6Bs, 20 Convair *Metropolitans*, two DC-3 freighters, and half-a-dozen of 17 ordered *Caravelle* jets (four of which are due to be leased to Swissair this year).

The SAS fleet will be paced by two more pure jet types—the Douglas DC-8 and Convair *Coronado*. First to be introduced will be the DC-8. Before this year is out, delivery of the total purchase of seven Douglas jets will have been completed. Four *Coronados*, two of which will be leased from Swissair when it receives them next year, are earmarked for operation on SAS's services to South America and South



Plowright
U. K. freight head and aide



Nash

Africa, and on the so-called Europe-Far East southern route.

Warren E. Kraemer, first vice president, has announced that DC-8s (cargo payload, approximately 10,000 pounds each) will operate from four North

American cities to Europe starting April 9. Kick-off date for Los Angeles is May 9; Montreal, September 2; Anchorage, September 16. By July jet schedules from the United States will total 18 per week, supplemented, of course, by piston-engine DC-7C service.

Although the temptation probably is great, SAS thus far has refrained from resuming all-cargo service on the North Atlantic route. In Europe, however, two DC-3 freighters fly out of Copenhagen to and from Frankfurt, Stuttgart, Milan, Stockholm and Gothenburg. More European cities are slated to be added to the freighter schedules.

Top cargo man for Sweden is Uno K. Gillström, another ABA veteran. In cargo from the start—he served his apprenticeship in the forwarding industry in 1933—he is fond of recalling the dark days of World War II when ABA DC-3s and *Flying Fortresses* pierced the German blockade of the United Kingdom to bring back sorely needed machines. He was appointed assistant cargo manager in 1946, and six years later reached his present position.

Sweden's leading air exports are machinery, furs, and wearing apparel, in that order. The top air imports, in the sequence named, are machinery, wearing apparel, and film and photographic equipment. In both cases these commodities bear only slight relationship to the country's total export-import ratio. They more accurately mirror air freight's attraction to specific industries. The export and import leaders indicated a few lines above respectively comprises 38% and 20% of all

(Continued on Page 32)



SAS airlifts an infinite variety of commodities to 42 countries.



In skilled hands The cultivation of *bonsai*, dwarf trees, gives a skill to men's hands — gives them a deftness and delicacy of touch. This gentleness is characteristic of Japanese art and of the way the people of Japan treat things.

The cargo personnel of Japan Air Lines show this delicate consideration for everything you

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 Seattle: Seattle-Tacoma Airport, CH 2-2200
 Honolulu: Dillingham Transportation Bldg., 5-0955
 New York: 620 Fifth Avenue, JU 6-7400
 New York: N. Y. Int'l Airport, OL 6-8364
 Chicago: 60 E. Monroe St., AN 3-1384
 Cleveland: 230 Bulkley Bldg., 1501 Euclid, CH 1-4331
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Tokyo.....	225	169	143	113	96	86
Manila.....	229	173	147	117	100	90
Hong Kong.....	229	173	147	117	100	90
Saigon.....	230	174	148	125	108	98
Bangkok.....	235	177	162	144	127	117
CHICAGO and						
Tokyo.....	222	166	140	110	93	83
Manila.....	226	170	144	114	97	87
Hong Kong.....	226	170	144	114	97	87
Saigon.....	227	171	145	122	105	95
Bangkok.....	232	174	159	141	124	114
SEATTLE, TACOMA, PORTLAND, VANCOUVER, SAN FRANCISCO, LOS ANGELES and						
Tokyo.....	219	164	130	100	85	75
Manila.....	223	168	134	104	89	79
Hong Kong.....	223	168	134	104	89	79
Saigon.....	224	169	135	112	97	87
Bangkok.....	229	172	149	131	116	106



BOTH TO AND FROM THE ORIENT, Northwest's new cargo rates give you *two* kinds of savings: new lower general commodity rates and new volume rate breaks. Up to 53% savings!

Save by shipping aboard the dominant transpacific carrier . . . Northwest, pioneers of the *first* all-freighter service across the Pacific and pioneers of the shortcut great circle route to the Orient.

12 ORIENT FLIGHTS WEEKLY—Five all-freighter DC-6 flights weekly, plus daily DC-7C combination passenger/cargo flights. *More Orient freight-lift than any other airline*, with direct connections to 32 U. S. cities.

MORE TRANSPACIFIC VOLUME—With huge 67' x 90¾" cargo-loading door, 200 lb. per sq. ft. load capacity, controlled temps and pressure for perishables, and DC-6 speed and reliability, Northwest carries more freight to the Orient than all other airlines combined.

MORE GREAT-CIRCLE EXPERIENCE on the shorter Seattle-Tokyo route, which Northwest was first to fly, and has now flown 12,000 times. Excellent connections in the U. S. with 32 on-line cities across the country . . . plus expedited transfers to other carriers . . . all on one through air waybill.

Call your freight forwarder, cargo agent or . . . **NORTHWEST^{Orient} AIRLINES**

KLM provides
some tangible
backing for the
cargo sales agent —
—\$82,000 worth!



OPENING GUNS of KLM's Patronize-the-IATA-cargo-agent campaign.

Big Boost Towards the Big Breakthrough

GETTING in Dutch may not be so bad after all. Probably the first ones to agree with this anomaly will be the IATA-authorized cargo sales agents who have just fallen collective heir to a windfall from KLM Royal Dutch Airlines.

The windfall is in the form of a promotional campaign specifically designed to educate shippers in why and how to utilize the services of the cargo agent. KLM is spending \$82,000 in hard-sell newspaper and trade advertising and cleverly formulated mailing pieces which go all-out in boosting the

stock of the 450 agents it has authorized in the United States.

The Dutch carrier, in pushing through its new campaign, has donned a mantle of modesty. It has limited its own participation in each advertisement to a mere logo in the lower right-hand corner—the tail of a KLM plane. In contrast to the hard-sell message carried in each advertisement, KLM's own approach is soft, hoping to achieve its secondary purpose—traffic—through indirection.

KLM's campaign is adequately imaginative and expensive to warm the

cockles of the Independent Airfreight Agents Association's receptive heart. A committee of officers and members of the organization of cargo agents (not to be confused with the Air Freight Forwarders Association, to which many of the IAAA likewise belong) has had the opportunity to view the airline's first four brainchildren. Their reaction to these, openly voiced on the second day of KLM's two-day national freight sales meeting last month, went beyond the complimentary and edged into the effusive.

(Concluded on Page 36)



FIRST in a series of cargo-agent ads underwritten by KLM, pre-publication proof is shown to colleagues by Alvin E. Levenson, United States cargo manager (center). At left is Han van Doorn, of the freight marketing department; at right, Dirk J. M. Koek, system manager of freight marketing. Initial ad appeared in papers last month.



SHORTLY AFTER KLM announced its new drive to sell the cargo agent to the shipping public, officials of the Dutch air carrier and of the International Airfreight Agents Association posed for this picture. Seated (left to right): William Clark, Dyson Shipping Co., Inc.; Alfred Guttman, J. D. Smith Inter-Ocean Inc.; Harry J. Phieffer, Air Cargo Expeditors, president of IAAA; and Paul Cleveland, Westfair Air Service. Standing (left to right): Alvin E. Levenson, KLM; William H. Barnica, Air Cargo Consolidators, Inc.; Charles L. Gallo, Air Cargo Consolidators, Inc.; Dirk J. M. Koek, KLM; Henry Rothlisberger, Rohner, Gehrig & Co., Inc.; and A. J. Rickard, KLM. Action won IAAA praise.



STAMP OF EXCELLENCE IN AIRFREIGHT

FASTEST ALL-CARGO SCHEDULES

The only all-cargo, coast-to-coast *non-stops* on any airline, by the world's largest commercial airfreighters. Other flights now up to two hours faster. Phone for new schedules!

FASTEST GROUND SERVICE

by air freight *specialists*, with specialized equipment and facilities. No delays for passengers. *Cargo* is all-cargo Flying Tiger's bread and butter. You'll notice the difference.



SHIP WITH THE LEADER

IT COSTS NO MORE THAN ORDINARY AIRFREIGHT!

FLYING TIGER LINE General Offices: Lockheed Air Terminal, Burbank, California

MARCH 1960—PAGE 25

IBM WORLD TRADE

(Continued from Page 16)

down to New York from Endicott.

This was an important turning point in the IBM scheme of international air traffic. It was at this juncture where McGuire moved from a plan on paper to a plan in deed, summoning every ounce of professionalism to the responsible task.

McGuire's first task was to coordinate the traffic functions of all of IBM's domestic services—no small task. It meant arriving at full control of every one of literally scores of thousands of export items, from pins to fully assembled machines, in plants throughout the United States. It was months in the doing, but in the end central control was achieved. With a firm finger on the pulse of inventory and traffic in all IBM plants in the United States, it now was possible to regulate the movement of machines, component parts, and other articles to a fine degree.

The basic operations were set; but a traffic professional knows that the mere structure, no matter how refined in concept, can topple from any one of a score of other aspects not readily discernible to the lay eye. So he took another long, hard look at this new creature in IBM World Trade, and this

signalled the entrance of Gerow F. Miles.

Miles, vice president-air freight of Copeland Shipping, Inc., a veteran international freight forwarding firm headquartered in New York, is one of the better-known figures in the mushrooming air freight industry. A war-time pilot for the Navy Air Transport Service, he wound up after the war with National Skyways Freight Corporation, more familiar today as the Flying Tiger Line. After a number of years with that and then another all-cargo airline, he switched to the air freight forwarding field and indubitably has left his stamp on it. Although Copeland has been handling IBM's international shipments since 1932, it was Miles' air freight operational experience which brought him close to Jim McGuire.

Consolidation Studied

McGuire now was examining consolidation. "Consolidation" is a term employed to describe separate shipments, usually from more than one source, which are grouped and dispatched as a single shipment consigned to one receiver. Usually such consolidations are taken apart at destination point—"break bulk" is the term—and the individual shipments are reforwarded to their separate consignees

from that place. The principal advantage inherent in consolidation is that bulk shipments travel more economically than do small shipments.

But McGuire, actively abetted by Miles, was not taking a standard approach to the possibility of consolidating. The question which had to be answered was a rather stiff one. In a nutshell, *was it possible to charter modern airfreighters for the purpose of moving whole plane loads of IBM freight from the New York gateway to various IBM destinations abroad?*

Determining the true answer to this question demanded heroic single-minded tenacity, and the patience of Job. It called for consultation with agents and officials and semi-officials in 30 countries in Europe, Asia, and Africa. Their assorted views, fears, recommendations had to be sorted, sifted, analyzed with microscopic care. There were, of course, regional differences in regulations which had to be complied with. These prompted repeated adjustments and readjustments as McGuire and Miles edged closer to realization of the projected operation. And while queries and responses bounced back and forth across the Atlantic like a storm of shuttlecocks, the IBM World Trade traffic manager and the Copeland Shipping vice president poked around in the cargo departments of all the



WHY WAIT!

When you can move your transatlantic air cargo faster, more efficiently on Seaboard's Super Constellation AIRTRADERS Mail and Cargo Flights AROUND THE CLOCK to Europe with connections to East and Far East

Call your FREIGHT FORWARDER or
SEABOARD & WESTERN AIRLINES
 Largest All-Cargo Transatlantic Airline
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Dallas	Fleetwood 7-9221
Los Angeles	MAAdison 4-7514
New York (80 Broad St.)	Whitehall 3-1500
Philadelphia	Enterprise 6383
San Antonio	TAylor 4-7236
San Francisco	PLaza 6-1243
Washington National Airport	Sterling 3-8278

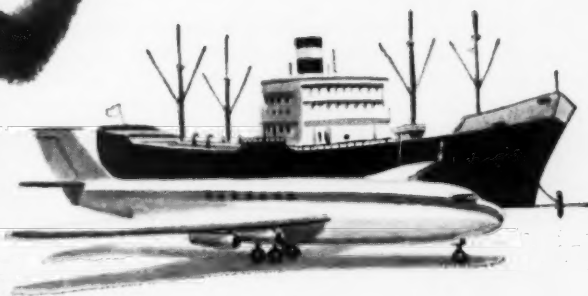


SEABOARD & WESTERN

ALL-CARGO
TRANSATLANTIC
AIRLINE



aboard fast...
abroad first

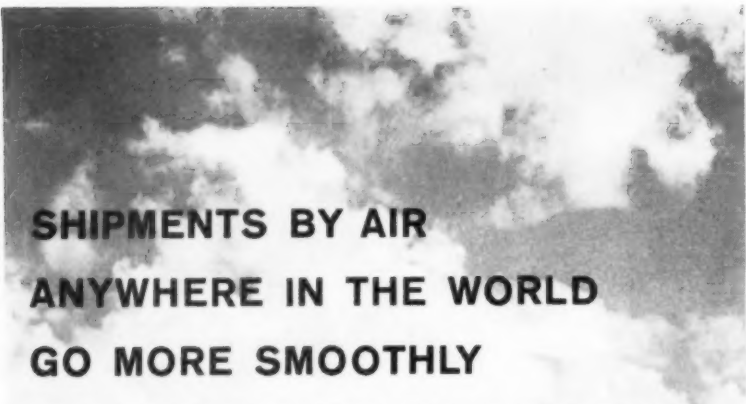


—via
Eager-Beaver
international
service!

Trust Railway Express to expedite your overseas shipments! Our Eager Beavers will place your shipment aboard the international flight that gets there *first*. Or they'll arrange ship transport on *One Through Bill of Lading* (no delays at dockside!)—to most anywhere in the world. And remember, whether you're importing or exporting, Railway Express gives you specially reduced surface rates in the U.S. between gateways and other domestic points.

Across the ocean or across the nation, Railway Express offers you service no other organization can match. Next time you ship, let our Eager Beaver help you!





SHIPMENTS BY AIR ANYWHERE IN THE WORLD GO MORE SMOOTHLY THROUGH AMERICAN EXPRESS

Speedy service. Efficient service. Complete service. That's what you get when you rely on American Express for your air cargo. American Express... with world-wide offices and seasoned freight experts... takes care of everything for you. Custom brokerage, all necessary documentation... American Express offers you the advantages of responsible world-wide service.

IATA Approved Cargo Sales Agents **AMERICAN EXPRESS FOREIGN TRAFFIC**

New York City 6 143 Liberty Street—Whitehall 4-2000—Idlewild Airport Air Cargo Building, New York International Airport, Jamaica 30, N. Y.—Olympia 6-5663-4—**Boston 9** 177 Milk Street—Hubbard 2-2766—**New Orleans 12** 143 Baronne Street—Jackson 2-6302—**Cleveland 14** 1425 Euclid Avenue—CHerry 7476-7-8-9—**Chicago 3** 18 S. Michigan Avenue—FRanklin 2-6565—**Los Angeles 14** 520 West 7th Street—TRinity 6908—**San Francisco 8** 550 Kearny Street—EXbrook 2-4951—**Toronto 1** 23 Melinda Street—EMpire 4-5221-2—**Montreal 2** 410 St. Nicholas Street—MARquette 9291.

F.M.B. 417

OFFICES IN PRINCIPAL CITIES OF THE WORLD

United States and foreign transatlantic airlines, collecting charter prices, type and availability of aircraft, and various other data necessary to the Big Haul.

Then one day McGuire and Miles were able to sit back, consider the vast amount of information they had collected, and know they were able to set in motion an operation hitherto unknown in transoceanic air commerce.

Several days before the inaugural charter flight to Europe, on specific instructions issued by McGuire, the IBM plants started consolidating their overseas shipments, consigning them to IBM World Trade. Turned over to the Copeland cargo facility at New York International Airport, the flow of shipments came under the direct supervision of Miles. The domestic consolidations were broken down and re-consolidated for overseas shipment. As the kick-off date drew nearer, the tempo of activity at Copeland accelerated markedly. Tonnage grew even more. Bulk massed bigger. The warehouse turned into a crazy quilt of assorted cartons and crates—all of them destined to IBM abroad.

Meanwhile, McGuire kept an experienced eye trained on the volume of shipments pouring into New York. What were the plants sending through? What ultimate destinations were in-

volved? Was there enough weight for the plane? How much available space was left aboard?

On August 15, 1959, the corporation's first IBM-to-IBM charter flight of consolidated shipments roared off the runway at New York. The following day the KLM freighter let down at Schiphol, Amsterdam's big international airport. Taken in hand there by Copeland's agent, Holland Air Transport, bulk was broken and virtually hundreds of parcels and cartons were reforwarded by air and surface (depending on the distances involved) to IBM in Europe, the Middle East, and Africa.

The success of that first operation is underscored by a number of dramatic facts which have caused cost-conscious shippers to lift a collective eyebrow:

1. Since that inaugural flight, IBM World Trade has sent a charter consolidation across the North Atlantic on a steady weekly basis.

2. According to McGuire, approximately 75% of the number of shipments in each charter flight would have moved under the general commodity rate (a higher rate for the movement of individual shipments weighing less than 100 pounds each), and often at minimum rates which are set for extremely light consignments.

3. New York-to-destination costs have been reduced by an average of approximately \$1,600 per charter, or 12¢ per pound.

4. On the basis of experience gained up to this point, savings of from \$100,000 to \$150,000 are anticipated for the first year of operation.

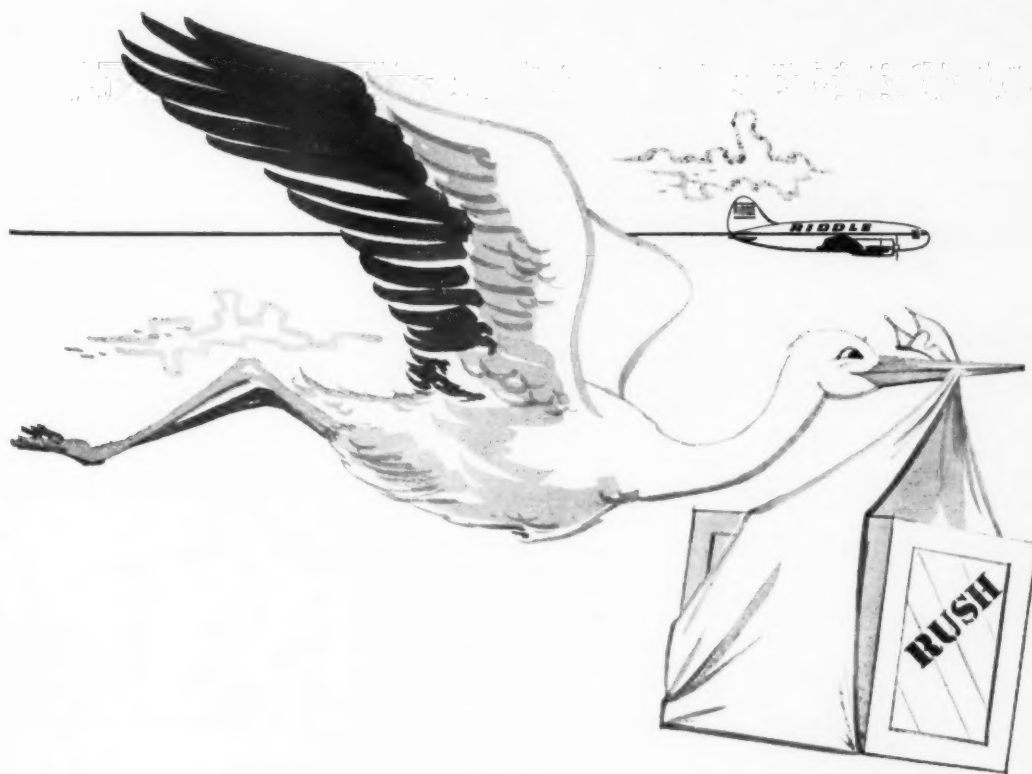
It will be a mistake to assume that all of the firm's air exports go by charter. Urgent shipments will not wait for the weekly take-off. Such exports are flown out on the earliest scheduled flight. On the other hand, often these urgent consignments arrive on or about the day of the charter departure; then it becomes practicable to include them in the charter load together with instructions for special handling on arrival. In any case, McGuire reported, the volume of emergency shipments has tapered to a large extent. Most of the international air traffic is regular movement dictated by pure economics.

The Traffic Pro

Earlier in this article, the writer referred to professionalism in traffic. The seasoned traffic man is a professional in every sense of the word—as much, in his hectic, wide-ranging sphere, as one may consider an accountant or an engineer or an advertising account executive to be a professional. More and more is this fact being recognized by industry. With the knowledge that 59¢ of every manufacturing dollar are spent on distribution, traffic know-how has won sudden respect and esteem by management and increasing numbers of top traffic executives are finding themselves sitting in on board meetings.

The traffic profession requires that its representative executive be all things to the industry he serves. He has a line on every aspect of it; transportation, procurement, inventory, materials handling, packing, accounting, finance, sales, new plant locations, not to mention government regulations affecting domestic and foreign transportation and trade. Not only does he perform services within the frame of traffic management, but often his expert counsel is sought by other departments. Perhaps this is best illustrated by the fact that it is not unusual to find traffic management having the final word on distribution costs of a new product and the margin of profit it can allow. And it is traffic management which frequently devises economical distribution patterns allowing lucrative margins of profit or markdowns on prices.

Consider, then, what traffic management means to a firm of the breadth of IBM World Trade, with its 25,000 employees; its operations in 84 countries; its 224 branch offices, including 131



Precious Package...

Kid glove treatment is S.O.P. with Riddle Airlines. Air Cargo—from live animals to heavy machinery, with fruit, flowers, fish, and fashions in between—goes first class when you ship Riddle!

Follow the lead of progressive shippers...and switch to Riddle! You eliminate crating costs and excess shipping weight, and you pay lower insurance premiums. Most important, your cargo is shipped "T.N.T."—Tonight Not Tomorrow!

SWITCH TO RIDDLE... and SAVE!

**Nation's Largest
North-South
All-Cargo
Airline**



Executive Offices, International Airport, Miami, Florida, Phone TU 7-2651

U. S. Scheduled Air Cargo Route 109 and 120 WORLD-WIDE INTERLINE CONNECTIONS

MARCH 1960—PAGE 29

service bureaus; and 18 manufacturing and assembly plants in 14 countries, whose aggregate manufacturing space is reputed to be 13 times larger than the playing area of the giant Yankee Stadium.

Early in the air charter operation, Jim McGuire discovered that it had exposed certain glaring holes in packing procedures. For example, there was the occasion when an oversize wooden packing case was received from one of the plants. It was too large to be maneuvered through the extra-wide cargo door of the airfreighter. The case was opened. Inside was found a large quantity of small, ordinary parcels which could safely be flown abroad without the unnecessarily heavy (and expensive) export crate. McGuire issued instructions. The plants know better now.

Conversely the IBM World Trade traffic manager does not want consignments that are too small. He has set the minimum at 6" x 8" x 12".

"Last-Minute Operation"

"Charter is essentially a last-minute operation," McGuire said. "Although we wait up to five days to fill a plane—never longer—we play this thing by ear. We never know until almost the very last hour how much freight will go aboard. If there are goods in transit to us, we keep a sharp eye out for it. As a matter of fact, we maintain a close watch on all orders.

"Now, suppose it becomes apparent that we will have space left aboard the plane to accommodate additional shipments. It is possible, then, to expedite other plant shipments in order to bring the weight up to the limit.

"Also, we will consider diverting ocean freight to airlift if we need the weight, but up to now not a single pound has had to be diverted. Incidentally, I believe this is the first time that regular ocean freight can be switched to air transport and moved economically. Unlike certain other IBM

products, these cannot stand the ordinary air freight rates; the charter rate, however, spells the difference in many instances.

"I consider that our charter operations have given IBM World Trade an all-commodity rate plus the lowest rate in the business."

The IBM charters have flown in various types of Douglas and Lockheed airfreighters which are leased at the one-way haul rate. There is no special break-bulk point abroad. The nature of the shipments and their destinations determine where the plane shall land. Often it will touch down at several airports during a single operation.

Typical Flight

Let's examine a typical operation, and what it means to IBM.

Charter No. 7 involved a cargo of 14,905 pounds carried in a DC-4. Maximum payload of the plane was 15,000 pounds. Destined to Stuttgart, the aircraft flew a total of 184 separate pieces contained in 127 shipments. In all there were 15 destinations for the consignments—13 on the Continent, one in the United Kingdom, and another in South Africa. The biggest weight shipped to one city amounted to 6,877 pounds; the smallest, 11 pounds. The charter cost McGuire's department \$6,235.93. Had the shipments gone in common carriage, the bill would have reached \$8,373.47.

Up to this writing, the average weight per charter has been 13,900 pounds. The average number of pieces per flight is 195; the average number of shipments, 120. Such a flight may contain shipments which eventually will find their ways to IBM offices in 30 or even more countries. McGuire figures that every 80 pounds of freight carries about \$100 valuation.

Behind each charter is mute testimony to a prodigious amount of preparation at Copeland Shipping — 25 pounds of paperwork. Not a single plane load is assembled without preplanning. Frequently a consolidated

shipment for, say, Paris, will contain several smaller consolidations for forwarding to other countries. It is like the whale which spewed forth a dolphin which spewed forth a school of herrings.

Now running oil-smooth, the operation is not without its diverse tensions and headaches. In one instance, a domestic airline transporting from the West Coast to New York a single unit weighing 1,600 pounds, reported it lost.

"How the hell can you lose 1,600 pounds?" Gerry Miles demanded.

The airline representative shrugged his shoulders and was properly apologetic. He just didn't know. But the fact was that despite the unit's size and weight, it had vanished.

Ten days later it showed up. It arrived at Copeland's airport facility by surface means. How it was lost and how it got there still remains a mystery. And Miles hasn't stopped muttering.

Their separate operations linked in a cohesive unit, Jim McGuire and Gerry Miles are serving Europe with direct flights from the United States today. Tomorrow IBM World Trade foresees a similar pattern of distribution within Europe. And after that, United States consolidations to Latin America.

Overseas Acceptance

They have been encouraged by profound enthusiasm for the new international air distribution service by IBM executives abroad. It is the latter who are pressing for a similar intra-European service, and at this moment the suggestion is on the drawing boards.

If IBM World Trade has found its consolidation operation to be successful, it has learned also that much of it is due to having extended the same principle to the selection of its forwarding agent.

"You see, we have consolidated the handling of our traffic into a single entity—Copeland. We used to deal simultaneously with several forwarding

**YOUR
AIR CARGO
ALL GOES
"FIRST CLASS"
AND FAST**



**when you ship via Panagra
to South America**

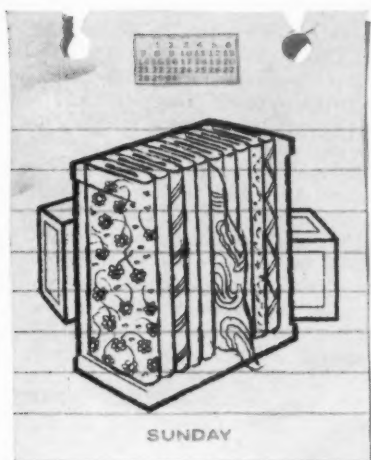
First-class treatment is the first rule for products shipped Panagra. You can reserve space on any of 15 flights a week.

DC-8 Jets soon from New York

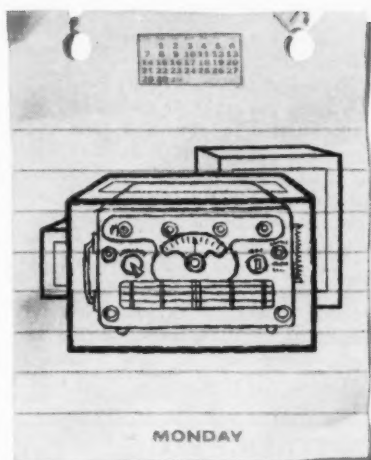
over the routes of National, Pan American and Panagra.

For details, call your cargo agent or Pan American World Airways, Sales Agent for Panagra.

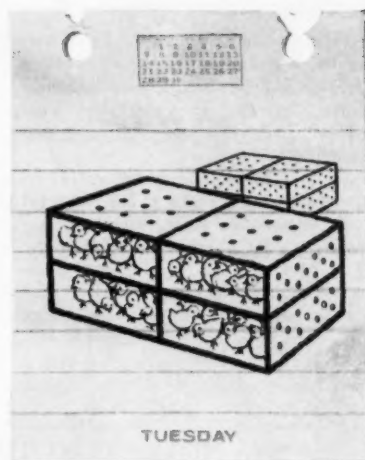
PANAGRA
WORLD'S FRIENDLIEST AIRLINE



SUNDAY

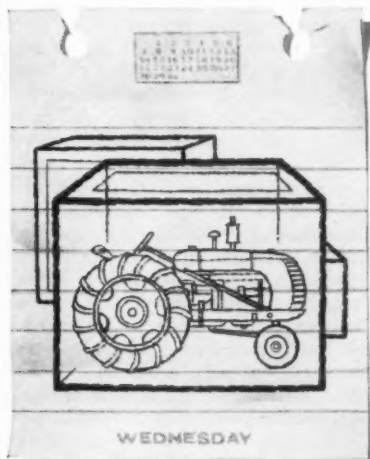


MONDAY

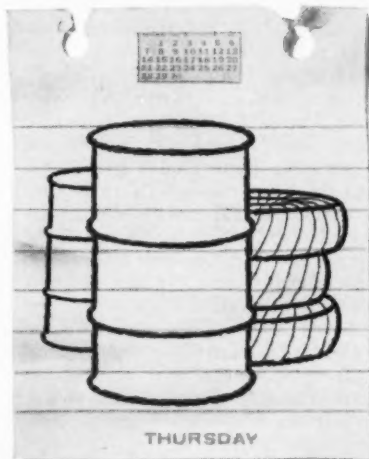


TUESDAY

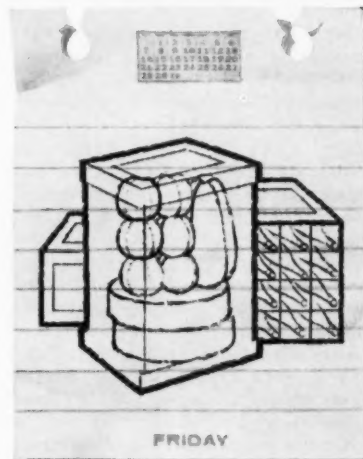
Jet cargo flights, non-stop to Paris,



WEDNESDAY

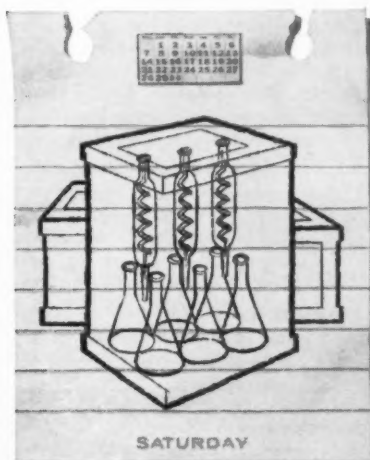


THURSDAY



FRIDAY

now...every day of the week!



SATURDAY

Air France flies more jets to Paris than any other airline! Ten flights a week. And cargo goes on every one, every day. Big cargo. Bulky cargo. Heavy cargo. Air France 707 Intercontinental Jets have the extra-large doors and the extra-large capacity to handle it! Huge, 1700-cubic-foot cargo holds accommodate more than 4 tons of cargo — *triple the capacity* of ordinary airlines. Effective April 1, rates are lower on many commodities...as much as 45% lower than ever before! And service is faster. Only 6¼ hours New York to Paris. Immediate connections to other points throughout the globe. For more information about Air France Jet Cargo, see your cargo agent or call the nearest Air France office. Air France speeds cargo to more cities in more countries than any other airline.



AIR FRANCE JET

WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

agents. However, we find that we have less distress and more efficiency by having the physical side of the operation performed by one firm. Its responsibility is greater and therefore, from our point of view, more effective and economical."

Louis J. Hector, who recently resigned his membership on the powerful Civil Aeronautics Board, not long ago declared a bit of air-cargo philosophy which McGuire has a fondness of quoting:

"Air cargo consists of two things only: one is price; the other is service. Anybody who can come up with a lower price or better service should

be encouraged, not nampared in order to protect some other group."

Says McGuire:

"No one ever spoke a truer word."

Wise in the ways of traffic, and air transportation in particular, Jim McGuire will not be pinned down to stating that the successful transatlantic charter consolidations represent the ultimate answer to the problem of economy versus service.

"We just never stop studying rates and changed regulations which conceivably will have an effect on our operations. If a better deal for us comes along, we'll have no hesitation abolishing this program." R.M.

SAS MOVES INTO THE JETFREIGHT AGE

(Continued from Page 20)

outbound and inbound Swedish freight airlifted by SAS.

Scandinavian Airlines System is represented in another Swedish airline, Linjeflyg AB, in the capacity of 50% owner. Its partners are *Dagens Nyheter* (40%) and *Stockholms-Tidningen* (10%).

Linjeflyg started in 1950 as the air charter firm, Airtaco AB, basing its Avro *Anson* 1s at Stockholm. The city's three evening newspapers at that time were concentrating on expanding their distribution to other cities in Sweden. Airtaco hauled *Expressen* which is owned by *Dagens Nyheter*, the country's biggest morning paper. Passengers were transported on return flights, and charters were undertaken between newspaper runs.

Not only did Airtaco place *Expressen* into the hands of readers at a time when it should properly be read—in the evening—it expanded the paper's distribution to outlying districts. Larger aircraft were acquired. In 1955 the first DC-3 joined the fleet; a year later there were three. By this time financial control of Airtaco was in the hands of *Dagens Nyheter*. Also, the little domestic airline was hauling other news-

papers as well.

Intent on improving its own domestic services—it had only three routes inside Sweden then—SAS entered into negotiations with *Dagens Nyheter*. Other participants in the discussions were *Stockholms-Tidningen* whose evening paper, *Aftonbladet*, was among those being airdistributed by Airtaco, and the Royal Swedish Board of Civil Aviation. As a result, Linjeflyg was organized, with SAS as the major single stockholder. The international airline turned over to the new domestic carrier a quantity of DC-3s, which also absorbed Airtaco's nine-plane fleet.

Linjeflyg's last available report (fiscal 1958-59) showed a total of 6,666,068 kilos of freight carried in that period, an increase of 22.6% over the previous year's record. Fully 92% of this weight represented shipments of newspapers. Freight ton-miles reached 2,256,162, a 23.8% leap.

Pivot point in the SAS system is Copenhagen where Alex Lauesen holds forth as cargo sales manager for Denmark. A former DDL employee, he made the normal transition to SAS. He started in the weight and balance section as a traffic officer, held this post

for less than a year, then moved on to cargo traffic where he worked under P. Elkaer Olsen, present supervisor of cargo handling at Copenhagen's busy Kastrup Airport. That was in 1951. Two years later came a switch to the cargo sales department where he blossomed as a sales promotion manager. A sudden diversion propelled Lauesen out of SAS and into the employ of a Danish air charter company with which he remained for years, half of that time as manager. Once more SAS crooked a beckoning finger at him, and in October 1957 he returned to take over the post of cargo sales manager.

Forty-one persons form the cargo staff here, slightly less than half of them in sales. Lauesen and his aide Otto Christiansen devote full time to cargo sales, covering all of Denmark. Jorgen Bjornsen handles office administration.

Top-ranking Danish air exports, in the order named, are machinery and parts, electrical equipment, chemicals, and drugs and pharmaceuticals. On the import side, textiles and textile manufactures take the lead, with machinery and chemicals following.

"As you know, Denmark is an agricultural country, but agriculturals are very low on the SAS freight list," Lauesen said. "The reasons are low surface rates and good surface transportation facilities. Denmark to Rome by rail is only 36 hours."

Although the last census ranked the national agricultural work force second to the manufacturing labor force (23.7% versus 27%), agriculture vies with the manufacturing industries for the position of leading contributor to the national income. Denmark receives half of her exports from her farmers. But in the SAS export chart the farmer's minor position is highlighted by the wispy statistic—3.4%. The most frequently noted commodities in this group are baby chicks and flowers. The carnation is the most popular variety of airborne bloom.

Kastrup Airport, nine kilometers

In '59, "CARIBE CARGO" carried 4,758,032 lbs. of cargo



between NEW YORK and SAN JUAN, P.R.

Now in '60 "Caribe Cargo" offers lowest rates on daily New York-San Juan flights and regular flights to Aruba, NWI.

"Caribe Cargo" can make faster deliveries of your cargo—more economically, more reliably—with personalized attention to all shipments, large or small. "Reserved" cargo space available on all flights.

Call now for pick-ups, reservations or write for new 1960 Memo Tariff.

NEW YORK—Cargo Bldg. 84,
N.Y. International Airport, OLYMPIA 6-8080

SAN JUAN—P.R. International Airport, San Juan 9-0037

TRANS CARIBBEAN

Interline connections to Virgin Islands, the Caribbean and all the U.S., and Charter Flights anywhere in the world.



from the center of Copenhagen, is one of the key transshipping points in Europe. There are approximately 50 flights outbound every day. Approximately two-thirds of all the freight movements at Kastrup are transit. Growth of transit traffic has been steady and, with the exception of the 1952-54 period (when progress continued, but at a slower rate), fairly steep. Study of figures covering the past decade showed a rise in transit freight, from 205,399 shipments weighing 4,204 metric tons in 1950, to an estimated 289,785 shipments weighing an estimated 17,592 metric tons in 1959. In this 10-year period, average weight per shipment increased from 45.02 pounds to 65.62 pounds. Analysis of a recent six-month period showed average Danish air export weight per shipment at 77.87 pounds, and an import weight per shipment at 62.78 pounds.

The United States, largest single destination, accounts for about 25% of Denmark's total export revenue out of Kastrup. Her No. 2 and No. 3 buyers of airborne products are the United Kingdom and Japan.

Booking Center

Pride of the system is the SAS Booking Center, which is capable of handling booking requests from all parts of the world on a round-the-clock, every-day-in-the-week basis. Regardless of the time differential between the many countries served by the airline, it is able to move into immediate action on all booking requests. An average month will see more than 9,000 freight bookings handled at this orderly, well-gear'd facility.

Discussing the admittedly slow inroads made by air freight in the scheme of normal distribution, Lauesen stated:

"It is slow, yes, but there is a gradual awareness of air cargo coming over the shipper. Little by little he is understanding its true value. Much work remains, but there are important successes here and there."

Whereupon he launched into the story of an exporter who discovered that air freight eliminated so much of his expensive paperwork that he wholeheartedly turned to this form of shipping. And the tale of the shipper of baby chicks who encountered such tough competition in Lebanon that he found himself on the verge of being squeezed out of that market. Through intercession by SAS which helped him to redesign a new shipping container, he was able to save on the transportation rate, pass the savings on to his customers, and thereby maintain a competitive posture.

"Naturally rates are our biggest problem," Lauesen stated. "The same

shippers who find that they are able to knock down sea rates in spite of the steamship conferences—they play one line against another, you know—these shippers cannot understand why the airlines are so strict about their rates.

"We are doing some creative selling. We expect to do much more. I mentioned packing to you before. This is part of the same picture. We have sent packing ideas to shippers—new ideas which we feel will reduce their expenses. We try to get across the notion that it is easier and cheaper to set up an assembly line which ends in a light carton than in a heavy packing crate. This does not always work. For example, there is one company which ships by both sea and air. The shipping procedure is set up in such a way that the traffic manager does not know until the last possible minute whether the shipment goes by sea or air. As far as packing is concerned, he can do only one thing—play it safe and crate everything for ocean movement. And if it is decided that the goods must move by air, it is too late to change the packing and the transportation charge moves up. We don't like to do it this way."

P. Elkaer Olsen, whose personal domain is a spacious cargo warehouse at Kastrup, has done much to streamline cargo-handling methods. Mindful that the office which produces the necessary paperwork for his department can loom as a major bottleneck, he has slashed red tape, cut troublesome corners, and devised streamlined systems to keep it functioning at top speed and efficiency. Olsen, like Lauesen, is an ex-railman. He came to DDL in 1947 and the following year was made cargo supervisor.

Growth at Kastrup

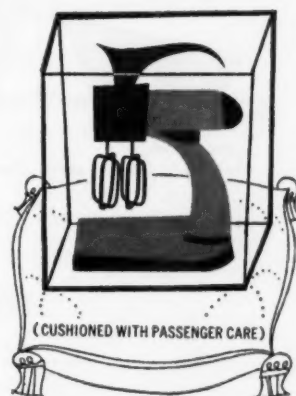
"They put me in cargo handling, and I've been in it ever since. It's amazing how we've grown. Look at this warehouse. Twenty-five hundred square meters. Before we moved here in 1950 our facility was only about 100 square meters. It should give you an idea of how our traffic has grown."

"More and more commodities are going through Kastrup. This will interest you: we fly regular shipments of dry ice to Reykjavik. And the other day we sent our first shipment of dry ice to Basra."

Providing a personally guided tour of his shipment-cluttered facility, dodging a perky forklift now and then, Olsen described the semi-annual intra-Scandinavia competition engaged in by teams of SAS cargo men from Stockholm, Copenhagen, Oslo (and Gothenburg and Malmo which alternate each year). Quizzed on the subject of handling, one team is required to give oral

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answers while the other three units work on paper. First prize is an engraved plaque and a four-day trip within Europe, all expenses paid. A booby prize is awarded to the team placed last—a comic doll.

The Copenhagen station won the competition in May, 1959. It was overthrown by Oslo last October.

SAS performs all ground handling for the following carriers: Aer Lingus; Aeroflot; Air France; BEA; CSA; Eagle; Finnair; Icelandair; KLM; Lufthansa; Sabena; Swissair; and TAROM.

Last December 30 the Dansk Speditörforening, Denmark's organization of forwarding agents and customs brokers, celebrated its golden anniversary. A snatch of history is in order. On the day of its founding by the representatives of 17 forwarding firms, the group was set up under the rather formidable name of Foreningen af Københavns Speditörer og Toldklarere (Association of Forwarding Agents and Custom House Agents of Copenhagen). Simplification intervened 10 years later when the name was condensed to the more manageable Københavns Speditörforening. Expanding in scope, it became necessary to reflect the now national character of the trade organization, and in 1926 it became known officially by its present name.

Today the Dansk Speditörforening has a membership roster of 70 firms with 106 offices within Denmark. It is an active entity in the Federation Internationale des Associations de Transitaires et Assimiles, the international

confederation of forwarder-broker associations. Paul Lehmann, for many years president of the Danish organization, served as FIATA's first president. C. B. Ingwersen was elected an honorary president when FIATA convened in Paris in 1949. Other well-known Danes hold key posts in that international body.

Additionally many members of the Dansk Speditörforening are likewise members of the Nordisk Speditörforening. The latter group affords some 60 members, 13 of which are accredited IATA cargo sales agents (and of which four or five may accurately be described as active producers of air freight). Denmark has no air consolidators.

Capitalizing on the gargantuan role of the forwarding agents in freight and traffic—this is especially true in Western Europe—SAS a couple of years ago sponsored a 13-week correspondence course in air freight for forwarders. Each lesson was based on a specific problem—one which required consulting a tariff in order to determine the correct solution—and it wound up with a series of quizzes. SAS philosophy went something like this: no matter how well the forwarders fared in the course, it was certain they would know more about air freight after the thirteenth lesson than before the first.

Sixty-eight representatives of 13 firms participated in the course. The "student" with the highest score was awarded an all-expenses-paid week's holiday (if he was married, his wife

was included in the deal). Another prize went to the firm whose employees' grades, on the average, were the highest.

SAS' freight sales manager in the United Kingdom is L. K. J. Plowright, who has held managerial status in the company since his first association with it in 1947, "when we were known as Danish Air Lines." His initial experience with freight transportation was in the office of a London shipbroker. In 1936 he turned up in the cargo department of Imperial Airways and later with British Overseas Airways Corporation (is there a freight manager in England who hasn't been with Imperial and BOAC?), the two stints separated by a five-year tour of active duty with the British Eighth Army.

Right-hand man to Plowright is F. C. Nash, SAS' sole all-cargo sales representative in the London area. Another ex-BOAC cargo man—he was with the London office of the Scottish shipping firm, Currie Line, before moving on to BOAC—Nash served six years in the Royal Army Service Corps. He joined SAS about nine years ago.

Discussing the local cargo aspect with Plowright and Nash in an office atmosphere punctured by shippers' telephoned demands and madly clacking typewriters, it was brought out that in England SAS is noncompetitive for transatlantic traffic. ("But we do pick up quite a bit of westbound freight at Prestwick—woolen goods, suitings, watch parts.") Half of the volume out of England is destined to Sweden, 35% to the other Scandinavian areas, and the rest is long-haul.

SAS-BEA Pool

SAS operates in pool with British European Airways out of London to all parts of Scandinavia. During the winter two flights daily are operated between the British capital and Scandinavia; peak season flights will see as many as 25 per week. The British carrier handles all its cargo at London Airport, approximately 80% of which is received through forwarding agents.

A very large part of the Scandinavia-bound volume is composed of automotive spares, machine parts, and electrical goods. Returning to London in heavy quantities are machine spares, furs, and newspapers and periodicals.

The cargo department in London is staffed by nine persons. District sales offices at Birmingham and Manchester where sales personnel divide their time between cargo and passengers, and cargo offices at Glasgow and Prestwick, complete the SAS organization in the United Kingdom. Unlike London, SAS handles its own freight at Prestwick Airport.

In Frankfurt, some crossed signals

resulted in my missing the man I had flown from London, via Copenhagen, to meet. But at Rhein-Main I made the chance acquaintance of an employee of a Volkswagen distributor in East (or was it West?) Africa, and we spent the greater part of the night discussing the present-day realities and future possibilities in the distribution of autos and auto parts by air on a world-wide basis.

Once again, in Rome, I missed the man I came to interview—Vitaliano Brando, SAS' cargo manager there. An urgent assignment had taken him away from Rome, leaving Nello Galletti to fill the gap for him. A sincere, well-spoken young man, formerly with American Express in Rome, Galletti pictured a local situation which I found to be unchanged from that during my previous visits to that city, and which by no means is confined to one airline.

In a nutshell, the situation is this: cargo traffic is rising, but the real flow is still to come. Right now it is mainly textiles, wearing apparel, films, musical instruments, and footwear. The big breakthrough is not too far off, and then the whole picture will be altered overnight. The airlines have been doing creative selling for years, but it is infuriating to find so many shippers still basing their choice of transportation on tariff comparisons alone.

"You might think that by now they would know better."

In the States

What happens on western side of the North Atlantic where lies the world's biggest market is, of course, of prime importance to the fortunes of SAS. The airline's cargo reins in the United States are in the hands of Anker Palvig, one of the better-known executives here. A towering figure with an effective soft-sell approach, years of experience have developed in Palvig a common-sense, feet-on-the-ground attitude towards the job of selling the shipper. If there is anything his staff has learned from him, it is that sales is not an island unto itself; that its success, reflected in repeat traffic, is inextricably tied up with other factors. On this subject Palvig has said:

"The one aspect which we consider to be of prime importance is our cargo-handling operation both here and abroad. Although this phase of our business is viewed by many as only a physical or operational division, we firmly believe it has a very definite place in the cargo sales framework."

Thus the Scandinavian airline placed all cargo handling at its United States stations under Palvig's supervision. This move was heightened when it was decided to assign key cargo-handling personnel to a unique project wherein

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they accompanied cargo salesmen on their rounds of shippers. In addition, telephone courses designed to improve techniques of the cargo-handling staff in its dealings with shippers over the telephone, have been accorded special emphasis.

"This novel approach to the cargo-handling operation has resulted in increased coordination of airport activities to support fully the salesmen in the field and in complete satisfaction of the demands of the shipping public," Palvig asserted.

A native of Copenhagen who is an American citizen, Palvig prepared for his air cargo career by the sea route, serving in the merchant marine under three different flags—Danish, British, and United States. Half a dozen years as assistant district sales manager in New York in charge of air cargo paved the way for his assumption in 1953 of SAS' top cargo post in the United States.

Working closely with him is Dennis Crimmins, assistant cargo sales manager. Crimmins came to SAS in 1956 after eight years with BOAC and two with TWA.

The effects of the Palvig-Crimmins team are showing up extremely well in the statistical results. By the end of last year SAS had racked up a resounding 26% increase over 1958 in export freight tonnage. While Los Angeles traffic represented about 30% of the United States outbound tonnage, its increase over the 1958 total reached a spectacular 63%. New York, through which some 70% of the tonnage moved, showed a 17% rise.

A hearty proponent of the so-called indirect air carriers which contribute about 70% of SAS' eastbound tonnage, Palvig recently had cause to chortle, "The freight forwarding industry did it again," when he announced a rise in traffic and revenue.

As for the Jetfreight Age in which SAS now finds itself, Palvig sees the forwarding industry assuming an even greater and more important role than ever before. Cargo space is growing, and the swelling cargo bellies of those new jets will have to be filled—like the pouchy bill of the pelican which SAS has adopted as a symbol of freight capacity and appetite.

But paralleling this reliance on the middlemen will be a steadily increasing emphasis by SAS on a creative approach to shippers' problems—that art of education which gradually is prying open the eyes of industrial shippers to air freight's inherent economies, and points out the way to reduced distribution costs.

• • •



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COVERING THE U. S., ALASKA, HAWAII, MEXICO, CENTRAL AMERICA, SOUTH AMERICA, EUROPE AND ASIA

build the status of the agent in the eyes of the shipper will not be localized to the United States. It will be duplicated abroad in a multi-language program. The subject has been included in the agenda of KLM's system freight managers' meeting on February 22-27 in The Hague.

The air freight forwarder, as distinct from the cargo agent who receives 5% commissions on all shipments turned over to IATA-member airlines, has been the recipient of support in past KLM promotions and advertising. It was emphasized that the airline intends placing "equal weight" of backing on both entities of middle men.

BIG BOOST

(Continued from Page 24)

The sessions, which were under the chairmanship of Alvin E. Levenson, United States cargo manager of the Amsterdam-based airline, were attended by two key figures from The Hague: Dirk J. M. Koek, system manager of freight marketing; and Han van Doorn, of the freight marketing department.

The IAAA has been plumping for a number of revisions in the cargo agent's official status, several of which have won the backing of KLM. It is supporting the IAAA in its fight to win the right of free transportation for all authorized IATA agents—and forwarders as well—and it is in favor of standardizing accessorial charges. Furthermore, Levenson told them that his company is thinking along the lines of a higher minimum charge per shipment, as well as a minimum rate of commission per airwaybill—"possibly in the neighborhood of a dollar per airwaybill."

In a later interview with Koek, Levenson, van Doorn, and Arthur J. Rickard, United States cargo traffic and interline manager, it was pointed out to *Air Transportation* that the Civil Aeronautics Board and not the International Air Transport Association is preventing approval of free or reduced transportation to cargo agents.

"The agents require free transportation because they must keep in direct contact with the markets they serve," Levenson said. Alluding to the now proven theory of consignee-selling, he added: "You cannot increase volume at one end of the line only. Let's face it: most of the time the transportation bill is paid by the purchaser abroad. The agents and the forwarder must be placed in a position whereby they can visit and sell buyers in foreign countries as well. The airlines stand to gain from this."

On the subject of accessorial-charge

standardization, it was termed "healthy for the industry" and "certainly a step in the right direction." Levenson said that "the airlines should not compete with the agents for their livelihood."

"Our job is to fly from this point to that point, safely and efficiently," he declared. "We do not want to compete in any other area where there should be no competition. But the agent must bear in mind that he must provide adequate services to the shipper, or else he will find the shipper turning away from him."

With regard to its proposal for a minimum charge, it was indicated by Koek that KLM will sound out other air carriers on the idea. By setting up for the agent a firmer revenue base on the small shipments which leave him with only a few pennies profit (agents often have called it a "losing proposition"), it is hoped that many authorized agents will be stirred into full activity.

KLM admits that only about 150 of its 450 agents in this country are "producing agents," and that of the latter number "only about three dozen are really active." The latter work out to 8% of the national force. By training a spotlight on the agent, thereby nudging the other 92%, KLM hopes to win for itself a good share of the extra volume. Inasmuch as its advertisements, in their body message, refer solely to the agent and his worth to the shipper, the Dutch airline frankly expects some of the profitable results to be shared by competitor airlines.

It is interesting to note that while only two-thirds of the cargo agents authorized by the carrier in this country have been inactive, the producing third in 1959 gave KLM 64.4% of its United States export freight revenue. Direct shippers, and to a smaller extent consolidators, made up the balance of 34.1%.

"Our average from the agent in Europe is at least 80%," Koek stated.

He revealed that the campaign to

Background Role

It is true that the indirect air carrier has been showered with praise in the advertising of a few other airlines. But KLM contends that until now no airline has been content to recede completely into the background while selling the agent or forwarder. An example is the text of the first advertisement which broke in the newspapers on February 11.

Under the head, *How Your IATA Cargo Agent Cuts Shipping Costs*, the following message was run:

"He knows the right markets, the right routes to reach them. Your shipments get there fast at lowest possible rates. His warehousing and cartage service, available in every connecting city, cuts shipping costs. He handles time-consuming details like labeling, licensing, bank documents, export declarations, letters of credit. His single billing for all freight services saves accounting costs. So many services . . . so little cost! Your IATA cargo agent takes care of everything for the lowest nominal fee. See him today!"

KLM logo—and that's all.

Among the subsequent advertisements will be one which lists 14 ways in which the cargo agent helps the shipper.



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SERVICES

DOMESTIC

NWA ADDS TO FT. LAUDERDALE

Gordon M. Bain, vice president-sales of Northwest Orient Airlines, announced that NWA has doubled its service to Fort Lauderdale, Florida. It has added a second daily round trip between Minneapolis-St. Paul, Chicago, other Midwestern points, and Fort Lauderdale.

NEW UAL JET SERVICES

United Air Lines is scheduled to open DC-8 jet service for Seattle-Tacoma on March 1. One daily nonstop flight will operate to Los Angeles. Two additional daily flights will go to San Francisco, both continuing to Los Angeles.

On March 14, the Chicago-based airline will inaugurate the first DC-8 service between California and Hawaii, with a dozen flights per week from Los Angeles (six) and San Francisco (six). Flight times: San Francisco-Honolulu, 5:15 hours; Los Angeles, 5:35 hours.

Last month UAL inaugurated DC-8 service to Philadelphia, with nonstop service between that city and Chicago, and one-stop service to and from San Francisco. The airline recently added a second daily round trip jet flight between New York and Los Angeles.

EAL DC-8Bs FLYING

DC-8B jet services have been placed in operation by Eastern Air Lines between New York and Miami, with these runs increased to three round trips per day. DC-8Bs are slated to be introduced on routes between New York and San Juan, Houston, and New Orleans.

TRANSATLANTIC

LUFTHANSA JET SERVICE

This month Lufthansa German Airlines starts Boeing 707-430 long-range jet operations. Georg Stoeker, North American general manager, stated that nonstop flights from New York to Frankfurt will bridge the distance in about seven hours. At the present time, plans call for daily flights from New York. In May twice-weekly flights from Chicago and Los Angeles—the latter via the transpolar route—will be inaugurated.



Stoeker
Jet flights

AIR FRANCE 707 FLIGHTS

Following inauguration of Boeing 707 jet service across the North Atlantic, Air France has established a schedule of daily nonstop flights between New York and Paris. Departure from New York is at 7 p.m.; arrival in Paris, 7:45 a.m. Flying time: 6½ hours. Westbound departures from Paris are daily at 1 p.m.; arrival in New York, 3 p.m. same day.

Next month Air France will open Boeing service to the French capital from Los Angeles and Chicago. In May, together with Transports Aériens Intercontinentaux (TAI), round-the-world service will be offered. TAI connecting with Air France at Los Angeles, is scheduled to start transpacific flights to Honolulu and Tahiti.

SABENA JET SCHEDULES

With Sabena's Boeing jets already streaking across the North Atlantic between New York and Brussels and between the latter point and the Belgian Congo, it is the first carrier to operate the 707 in a United States-Europe-Africa service. LeRoy du Vivier, general manager-North America of the Belgian airline, said that scheduled flying time from New York to Brussels is 6:45 hours, and on to the Belgian capital another eight hours. At peak this summer, Sabena will operate 28 jet schedules per week between New York and Brussels.

PAA DC-7C FREIGHTER RUN

The first of Pan American World Airways' 10 ordered DC-7C cargo planes recently went into service over the North Atlantic. Willis G. Lipscomb, vice president-traffic and sales, announced. On the initial run, the big freighter hauled a load of 30,000 pounds from New York and Boston to points in Europe, the Middle East, and India. Included in the cargo were consignments of auto parts, military supplies, and general goods.

TRANSPACIFIC

SPAL STARTS APRIL 2

April 2 is the starting date of South Pacific Air Lines' new service between Honolulu and Tahiti. *Super Constellations* will leave Honolulu every Friday evening, returning to Hawaii Saturday morning. SPAL has applied to the CAB for a direct route to Tahiti from Los Angeles and San Francisco.

U. S.—LATIN AMERICA

VARIG JETS TO BRASILIA

Operating its new *Sud Caravelles*, Varig Airlines recently established the first jet service to Brazil's new capital, Brasilia. It will be included in the Brazilian airline's northbound service to New York. This flight will originate in Sao Paulo, stop at Rio de Janeiro, next at Brasilia, then on to Belem, Port of Spain, Nassau, and New York.

TRANS CARIBBEAN TO ARUBA

Trans Caribbean Airways inaugurated service last month to Aruba, Netherlands West India, via San Juan. James H. McGuinness, cargo sales manager, stated that departures from New York are every Wednesday and Friday at 11:45 p.m. Arrival in San Juan is at 6:30 a.m., with takeoff scheduled for one hour later. The plane lands in Aruba at 9:15 a.m.

CAB

ATC PROPOSAL ARGUED

The proposal of the Air Traffic Conference to establish a section within its own Military Bureau, to be known as Volumair, was set for oral argument on February 18 before the Civil Aeronautics Board. The Board stated that the aims of Volumair, which would apply to ATC's 35 member airlines, are:

"To facilitate mass movements of passengers or cargo by air, requiring the entire capacity of one or more aircraft by making it easier to coordinate available airlift capacity with charter demands that cannot be met fully by a single carrier; provide a central source or clearing house through which they

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can obtain information, with a minimum amount of expenses and effort, concerning the availability of airlift which can be used in connection with the performance of charter movements; help achieve maximum use of scheduled airline equipment, personnel and service; provide more effective use of equipment which might otherwise remain idle, and enhance scheduled carrier capability to serve fully large movements of passengers and cargo. . . .

"The resolution further provides that Volumair will furnish its services with respect to both passengers and cargo moving in domestic carriage on charter services; that Volumair will not seek, solicit or accept business from charter groups, commercial accounts, cargo or travel agents or any other commercial (Continued on Page 38)

QUESADA

(Continued from Page 6)

tional air cargo industry would "contribute immeasurably in the furtherance of our commercial, military and political objectives" and would help to keep the United States in the lead in world civil aviation.

"Present technology applied to the development of uncompromised all-cargo aircraft will result in greatly reduced airlift costs," he said.

Quesada asserted that a tremendous potential market exists for domestic and international air cargo, and that "the business world must take greater initiative and comprehensively analyze its logistics system to determine where overall reductions in 'total distribution cost' can be realized" through shipping by air. Such savings can be passed on to the public, he said.

source unless specifically authorized by the ATC to do so, and that the use of Volumair's facilities or services by any carrier or carriers shall be elective. In substance, the proposal provides that when a member carrier of ATC is unable to take care of a requested lift it will notify Volumair. When Volumair re-

ceives such a request, it will transmit the lift requirements to all carrier members of Volumair.

"Any carrier who desires to participate will advise Volumair of its capability and price, and Volumair will immediately transmit this information to the requesting carrier. This carrier will then select the participating carrier or carriers and advise Volumair of its choice. Volumair will then notify the carrier or carriers who have not been selected of such refusal. The originating carrier shall notify the carrier or carriers whose lift was accepted and coordinate the lift directly with such carrier or carriers."

In addition, the CAB said, the resolution provides that "when Volumair receives a request directly from a prospective charterer, it shall suggest that he contact the airlines in his locality to arrange movement. In the event this is not satisfactory to the user, Volumair shall immediately refer such request to all participants in Volumair, and shall maintain no further contact with the prospective user." At this point, each airline will negotiate directly with the prospective chartering party or shipper.

It was noted that "ATC states that under this proposal Volumair will not deal directly with or solicit the public, nor will Volumair become involved in the actual pricing of movements. In addition, ATC points out no carrier's equipment will be assigned to Volumair."

Faced with the question of official policy with respect to charters as engaged in by supplemental and scheduled air carriers, the Board is posing a number of key questions it would like answered. These have been submitted to the parties involved in the proceeding. In the main the questions are:

- ▶ "Will the operation of the agreement have an undue adverse effect on the supplemental air carrier industry?"
- ▶ "Is the agreement repugnant to anti-trust principles?"
- ▶ "If the agreement is found to be contrary to anti-trust principles or is found to have an adverse effect on the supplemental air carrier industry, is it nonetheless required by a serious transportation need or in order to secure important public benefits?"
- ▶ "Would the agreement, if effectuated, violate any provisions of the act or the Board's economic regulations?"
- ▶ "Is the fact that the Board has approved group activity in the commercial charter field by the supplemental carriers a valid reason for permitting similar activity by the scheduled operators?"
- ▶ "How will Volumair's services be made known to the public?"
- ▶ "Is it contemplated that Volumair's services will be utilized if the carrier originally contacted by the charterer is unable to perform the entire lift or any part thereof?"
- ▶ "Is it contemplated that a so-called requesting or originating carrier who receives a charter request through a travel or sales agent will refer such a request to Volumair in the event such a carrier cannot perform the entire lift?"
- ▶ "Precisely what part will ATA or ATC play in the operation of Volumair?"

BALTIMORE IS BACKED

A tentative vote by the Civil Aeronautics Board on issues in the pending Washington-Baltimore Adequacy of Service Case has supported Baltimore's claim that it requires improved air service in most of its major air markets. The CAB's

final written decision, now in preparation, will spell out the particular markets in which adequate service is found to be lacking. It will specify the services to be required.

AFFA FILES RE 297.23

The controversial Section 297.23 of the CAB Economic Regulations, which recently attracted the protests of a number of foreign air carriers (*February 1959 AT; Page 6*), has drawn the attention of the Air Freight Forwarders Association. In a petition filed with the Board, Louis P. Haffer, executive vice president and counsel, called for "corrective action" to be taken in accordance with Part 302.38 (b) which empowers the Board "on its own motion (to) conform the appropriate section of Part 297 without the institution of public rule-making proceedings."

The protested section of the regulations, which the foreign airlines have called discriminatory, covers procedures in the sale of charter services to forwarders. It has been charged that the foreign carriers have been placed at a serious disadvantage in competition with United States carriers.

Pointing out that the members of AFFA "intend to make effective use of the charter services of international air carriers and therefore have a substantial interest in the nature and extent of the Board's charter policy," the forwarder association asserted that the offending restriction appeared to have crept into Section 297.23 "through either oversight, or inadvertence, or an omission of draftsmanship."

"It would appear that this is a mistake, was not intended by the Board, and is in derogation of the 'policy determination' previously made by the Board in its Opinion and Supplemental Opinion in the International Forwarder Case," the AFFA petition added. It further stated:

"The original Board opinion reflects the broad interest of the Board to grant unlimited rights to forwarders to charter all direct carriers, certificated, foreign and supplementals, subject only to a 'condition' necessary to 'protect' the rights of the certificated carriers which are specifically authorized to provide service over a particular route. The 'condition' intended to be imposed would seem to be nothing more than the requirement of either the consent of the certificated carrier or the approval of the Board in the case of a proposed charter by a supplemental carrier. . . . The Board then proceeded to add as an alternative method for validating the charter, the express consent of the certificated carriers serving the points."

"The issue then from which this section of the regulation stemmed was the difference of opinion between Bureau Counsel and the Board as to whether foreign air carriers were entitled to be 'protected' from the competition of the grant of supplemental charter rights to forwarders by requiring prior proof that it would be a hardship to use the scheduled services of the foreign air carriers (or by requiring the consent of the foreign air carriers serving the points). The Board rejected this recommendation for such protective condition. In brief, the Board was concluding that it should 'protect' only United States (certificated) carriers from unlimited supplemental charters by requiring either their consent or proof of hardship to use them and did not deem it necessary to require similar consent or proof of hardship to use foreign carriers before it would validate a forwarder-supplemental charter. The regulation, however, did not come out that way. . . ."

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CONGRATULATIONS

UNITED STATES AIRLINES

ASA: George Graham named station manager at Miami. Formerly with Associated Air Transport and Riddle, he has had 15 years in the aviation industry.

Braniff: Jess B. Bennett appointed sales manager-Europe, headquartered in London. His association with Braniff dates back 15 years.

Continental: O. L. Slay becomes director of air cargo sales, with headquarters in Denver. His airline experience covers service with Eastern, Slick and Alaska; he has also had surface transport experience. He replaces Elden D. Brown, who has taken over in El Paso, Texas, as district sales manager. Brown joined the airline in 1946.



Above
Brown, Continental



Upper right
Slay, Continental



Right
Miller, Delta

Delta: Thomas M. Miller heads the company's sales activities as vice president-traffic and sales. A 17-year veteran of the airline industry, he was with C&S before the merger with Delta in 1953.

Northwest: William E. Huskins, Jr., named assistant to the president. This has recalled him from Tokyo, where he was Orient Region manager of operations . . . Cesar Jayme appointed Philippines sales manager, having had 13 years' experience with Northwest in Manila.



Huskins
Northwest



Jayme
Northwest

Riddle: John D. MacDonald takes the position of general service manager. Assisted by D. F. Gammon, superintendent of stations, he will be in charge of all ground services. William E. Davies, Jr., Miami station manager, will work closely with them. Lewis Hester becomes general sales manager, and will operate, like

MacDonald, from the Miami General Office.

Seaboard & Western: Oswald Buttler appointed acting manager for Germany and Switzerland. With Seaboard since 1954, he has until now been stationed in Frankfurt . . . J. Rosa named manager of the new sales office in Linz, Austria.



Buttler
Seaboard



Billerman
TWA

TWA: Charles T. Billerman promoted to district sales manager in Pittsburgh. He is a 15-year veteran with the carrier.

Western: William R. Bell named Beverly Hills district sales manager. He joined Western as Phoenix sales representative in 1958.

FOREIGN AIRLINES

Air France: Henri J. Lesieur, general manager of the North, Central American and Caribbean Division, promoted to the rank of Officer in l'Ordre du Merite Touristique. This honor is in recognition of his valuable contributions to the cause of tourism and French-American amity . . . Robert Petin appointed West Coast regional manager, working out of Beverly Hills. With Air France since just after the war, Petin had last been in the Geneva office . . . Vincent O'Connell appointed New York district sales manager. Paul S. Doassans named district manager in Atlanta. Jack Keane named district manager in Minneapolis and St. Paul. Donald W. Broadley takes the position of district manager in Portland, Ore. Lee Di Sano becomes district manager in Kansas City . . . Raymond R. Chambers appointed Eastern Region public relations manager.



Lesieur
Air France

BOAC: Wilfred Greenway promoted to cargo sales manager, U.S.A. New cargo sales representatives are: John C. Mat-



O'Connell
Air France



Greenway
BOAC



Wisniewski
Swissair



de Matlachowski
Irish

thews, Boston; Paul W. Finnegan, Washington, D. C.; Richard C. Cochran, Detroit; Joseph M. Steiner, Chicago; and William C. Burks, Dallas.

Irish: Francis de Matlachowski named cargo sales manager in North America. Leaving Sabena to join Irish, he has also served in the past with SAS . . . Pat Hyde becomes district sales manager in charge of the new office in Toronto, Canada. A veteran in the field of Canadian commercial aviation, his career started in 1948 with BOAC.

Swissair: James Z. Wisniewski named cargo sales representative in Detroit. Prior to this connection he was in the export traffic department of an auto manufacturer.

FORWARDERS

Air Express International: Hellmuth Klump takes the position of sales manager in Western Germany. Well-known in the air freight world, he has been with KLM for the last 10 years.

Airborne Freight: Lee M. Bright promoted to district sales manager in the San Francisco area. He has served Airborne as sales representative since 1957.



Upper left
Klump, AEI



Above
Bright, Airborne



Left
Rinka, Amexco

American Express: Charles W. Rinka, who came to American Express from Pan American last September, appointed general traffic manager for air freight. He will be responsible for the company's air cargo development and operations. A native of New England, he served Pan Am as traffic manager in London until 1955 when the airline loaned him to the Technical Assistance Program in Turkey as traffic-service manager. Rinka was responsible for developing and managing Turkish Airlines' air cargo program.

CLUB NEWS

Traffic Club of Trenton: Emery F. Johnson, president of Air Cargo, Inc., was principal speaker at the dinner held in the Hotel Stacy Trent on February 16. All the major airlines as well as prominent men from civic and transportation organizations were represented at the af-



Mayor Arthur Holland of Trenton, N. J. (second from right) congratulates Harvey A. Ritter, president of the Traffic Club of Trenton, which celebrated that city's Air Transportation Week with a dinner at the Hotel Stacy Trent on February 16. Shown in this photo (left to right) are: Edward J. Esposito, secretary; Ritter; Holland; and Ernest H. Daugherty, treasurer.

fair, which marked Trenton's Air Transportation Week. Ernest H. Daugherty, Ternstedt Div. GMC, and Edward J. Esposito, J. A. Roehling Sons Corp., were co-chairmen for the dinner.

Newark Traffic Club: The February meeting, designated Air Transportation Night, was held at the Robert Treat Hotel. John R. Wiley, director of aviation of the Port of New York Authority, was guest speaker. He took as his subject, *The Need for a New Major Airport for the New Jersey-New York Metropolitan Area*.

Air Cargo Sales Club of New York: The new transatlantic and transpacific air cargo rates were the subject of a lively symposium participated in by four experts in their respective fields: Raymond J. Graulich, traffic manager, Time-Life International; J. Maurice Thibodeau, export traffic supervisor, Pfizer International; Norman Barnett, executive vice president, Barnett International Forwarders, Inc., and James P. Fay, assistant to the vice president-international, Emery Air Freight Corp. Richard Malkin, executive editor, *Air Transportation*, was the moderator.

Traffic Club of New England: The 43rd annual banquet was held on February 16 in the Hotel Statler-Hilton, Boston.

Transportation Club of Sioux Falls: Speaker at the annual dinner held on February 10 was John Hoving, vice president-public relations of the Air Transport Association of America.

Appalachian Traffic Club: New officers are: Joe B. Fannon, president; G. M. Timberman, first vice president; W. K. Worley, second vice president; C. E. Meredith, third vice president, and K. P. McDonald, secretary-treasurer.

NEW OFFICES

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Toronto, Canada—Imperial Life Tower, 25 Adelaide St., E. District sales manager: Pat Hyde.

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Linz, Austria—8 Bismarckstrasse. Phone: Linz 24414. Manager: J. Rosa.

BOOKS

Put Wilfred Thesiger's *Arabian Sands* (E. P. Dutton & Co.; 326 pages; \$5.95) on your "must" reading list. The author, an Englishman reared in Africa, spent five fabulous years roaming the uncharted deserts of Southern Arabia in the company of nomad Arabs, "the lineal heirs of a very ancient civilization, who found within the framework of their society the personal freedom and self-discipline for which they craved." *Arabian Sands* is a thoroughly absorbing record of Thesiger's adventures with the Bedu; of its kind, a book of the first order, written with deep understanding and meticulous care. Chances are you will want to read it more than once.

90° South, by Paul Siple (G. P. Putnam's Sons; 384 pages; \$5.75) tells the story of the handful of daring men who built the United States base at the South Pole and those who became the first human beings to spend the winter at the globe's nether point. Siple's exciting record takes place in 1957-58, the International Geophysical Year, but quite a bit of space is devoted to autobiographical material (he traveled to the Antarctic six times) as well as a deep appreciation of the late Admiral Richard E. Byrd. *90° South* is a stark adventure of an incredible task shared by dedicated men, under the leadership of Siple himself, heroes every one of them. An excellent human record in addition to its fine contribution to the literature of exploration.

One of that fine series of travel books, *Les Baux* (Paris, Jacques Boubert's *London* (Essential Books; 231 pages; \$8.50) is a complete joy. The text, admirably translated by Jean Penfold, and the scores of heliogravure illustrations, complement each other in an outstanding portrait of a great city. There is quiet dignity in its composition, taking its cue from the author's own first impression of London: one of "order and moderation." Later, speaking about the city, he points out that "anyone knowing it well always leaves it reluctantly and with a desire to return." The same may be applied to a reading of Boussard's *London*.

One of America's most charming cities is New Orleans. In his book, simply titled *New Orleans* (Macmillan Co.; 195 pages; \$5.00), Oliver Evans gives a travel guide that both informs and reads interestingly. Written with care by a native of that city, New Orleans emerges an image of dual quaintness and vitality, unique in the United States. No matter what aspect of the city Evans discusses—its history, its food, its byways, its customs—you sense the special atmosphere which has put New Orleans on the "must list" of millions of travelers.

Lawrence C. Landis gives us the first total picture of our newest military training institution in his *The Story of the U. S. Air Force Academy* (Rinehart & Co., Inc.; 224 pages; \$3.95). An inspiring story of the academy, from brainchild, through birth pangs, to ultimate establishment and current activities. A valuable guide for those with an Air Force career in mind and heart.

William F. McDermott, late dramatic editor of *The Cleveland Plain Dealer*, enjoyed a reputation which went far beyond the borders of Ohio. And for excellent reason. The reason may be found in *The Best of McDermott* (World Publishing Co.; 281 pages; \$4.50), which contains between its covers some of his most sparkling newspaper pieces. McDermott's talents did not stop at writing about the theatre; this is reflected in a section on the theatre which occupies less than one-quarter of the book. He wrote on politics, war (he served as a war correspondent also), modern society, travel, animals (especially the dog, Gyp the Blood), etc. A fitting memorial to a major American journalist and an effective posthumous mirror of a man.

Rings Around the World, by Helms Garmann (William Morrow & Co., Inc.; 266 pages; \$5.95), is an easy-to-read history of transportation, tracing progress from that time when machines started to replace muscles, to what the author calls "the race to the stars." Garmann's basic premise is that the turning point of man's most recent development was the invention of the steam engine. His historical data are presented clearly and concisely, highlighting each technological achievement with relation to the time of its occurrence and impact on the future. Of space travel he follows the same pattern of pleading of all writers: "The artificial earth satellite can be a blessing to the whole earth provided that mankind has both the will and the wit to apply this and other achievements of modern science at last to peaceful ends." Translation is by Alan G. Readett.

A large part of the strength of Dean Brell's earlier novel, *The Mission*, lay in its simplicity. His newest, *Shalom* (Atlantic-Little Brown & Co.; 262 pages; \$4.00), does not have this virtue, and is indeed cluttered with characters. But Brell's people have depth, and his story purpose, and certain of its scenes power—and if *Shalom* lacks the clean-cut impact of *The Mission*, it has a mushrooming effect on the reader. For its story Brell has taken a band of Jewish refugees from a European detention camp on a British freighter to pre-Israel Palestine. He has woven his group of diverse main characters into a tight plot which heightens as the voyage wears on. What goes the word *shalom* mean? It means, among several things, peace.

The time of Edmund Gilligan's novel, *My Earth, My Sen* (W. W. Norton & Co.; 351 pages; \$4.50) is the early part of the present century. But the style employed by Mr. Gilligan in telling Tim O'Malley's story may well go back halfway into the previous century. But there is mastery in the telling, a lingering mastery, which somehow rescues the book from the dragging story line. You follow Tim from childhood to manhood learning with him the sea and the stark world around him and the flesh-and-blood people in it. Even when adventure and emotion quicken the pace, Gilligan manages to retain a lyrical quality which are best in his descriptions of the natural world in anger or repose. On the whole, a satisfying novel.

Jerry Sohl knows how to weave a fanciful tale. Take his science-fiction thriller, *The Odious Ones* (Rinehart & Co., Inc.; 245 pages; \$2.95). He constructs a fabric of weird horror which builds from a college alumni reunion dinner and all its corn to the mysterious death of a couple of members. The alumni club president—there are only seven members altogether—decides to investigate. Assisted by a neurologist, they run smack into some weird adventures which should keep your pages racing. Entertaining.

More in the science fiction vein is A. E. Van Vogt's *The War Against the Rull* (Simon & Shuster; 244 pages; \$3.50). This trip veteran science fictioneer Van Vogt has dreamed up a confederation of inhabited planets who existence hangs in balance. Reason: the Rull, strange creatures of superior intelligence, whose spaceships have captured several hundred planets, and bent on exterminating the rest in the galaxy. Naturally, this can't be allowed to happen, not if Trevor Jamieson has anything to say about it. Rest assured, it doesn't—but not after a series of lickety-split adventures which even inured devotees of science fiction will find full of thrills. For his pains, our hero Jamieson is elected Administrator of Races. The author has made certain that Jamieson earns it.

Then there is *Starship Troopers*, by Robert A. Heinlein (G. P. Putnam's Sons; 308 pages; \$3.95), set 50 centuries in the future, with the threat of war still the order of the day. This is a strong, headlong tale of military pros and novices who, despite the intervention of thousands of years, are still humanly recognizable. It is also well-conceived story of the making of an infantryman (mobile) of a distant tomorrow.



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2 Palmer-Shile's new folder outlines the advantages of trucks engineered and manufactured for specific plant and warehouse materials handling problems. Four pages. Illustrated.

3 *Space*, a well-illustrated 14-page magazine produced by Hyster, devoted to the subject of materials handling. Includes interesting and valuable case histories.

4 New four-page brochure detailing full specifications for Elwell-Parker's 5,000-pound capacity F-50T4 electric lift truck. Includes diagrams, photos, and analysis of each main working part of the truck.

5 Swissair's 1960 *Calendar of Fairs, Exhibitions and Events* which lists the names and dates of the world's leading commercial events. A compact, valuable informational piece.

6 Here's a valuable giveaway—Professor Howard T. Lewis' report on air shipping methods. The Harvard Graduate School of Business Administration professor offers some "provocative new yardsticks for evaluating the various air shipping methods available."

7 A new Lewis-Shepard case history describes how "ingenious dimensional planning plus one special narrow aisle truck resulted in 10 carloads of extra storage capacity plus unmatched stocking and order-picking efficiencies."

8 Another Lewis-Shepard case history relates how "a major textile plant achieved a flexible handling system that offers a faster and more efficient operation, in spite of highly specialized handling problems."

9 Four-color brochure provides dimensions and engineering specifications of the Clarklift C-25, gas-powered fork truck of 2,500-pound capacity.

10 New Hyster four-page brochure illustrates a typical LP-gas fuel system installation on a lift truck, explaining components and operation. Also outlines specific advantages of LP-gas fuel for lift trucks.

11 Another Hyster brochure describes the company's exclusive Monomast upright which gives the lift truck operator a full view of forks and loads, making driving and load handling easier and safer in confined or obstructed areas.

12 Two bulletins describe and illustrate Baker's 3,000- and 4,000-pound capacity gas-powered fork trucks.

13 *How Caterpillar Stays on Top of the Export Market*, reprint of a photo story which follows a tractor component from its manufacture in the Midwest to its airshipment and ultimate use in a foreign country. Interesting case history.

14 TWA has issued a cleverly designed brochure which details all the freight services offered by that airline. Includes company route map, typical rates, special services, directory, etc.

15 Round-the-World Currency Converter—a vest-pocket-size booklet of 22 pages published by Air France. Provides the U. S. equivalent of the currency of dozens of countries. Also features a section devoted to foreign currency regulations.

16 Postal Rates and Information, a valuable wall chart brought up to date to conform with the new mail rates. Complete information and rates on domestic air and surface parcel post, fourth class catalog rates, insurance and COD fees, registered mail, etc. Reverse side of the chart contains a comprehensive map of the United States. A self-zoning mileage rule is included.

17 Handy Air Cargo Destination Arrival Guide, a special chart prepared by Alitalia, listing 71 overseas destinations and the freight arrival times at each point. Worthwhile time-saving device.

18 Sample issue of the *American Import & Export Bulletin*, monthly magazine devoted to international trade. Features articles, customs information, import and export trade opportunities, statistics, etc.

CHARTER REGULATION

(Continued from Page 6)

an issue of its consistency with the provisions of bilateral agreements presently in effect between the United States and certain foreign countries. It is the intention of the Board to extend this exception equally to all on-route forwarder charter operations of direct air carriers authorized to render unlimited scheduled air transportation between named points.

"Section 297.23(a) will therefore be amended by inserting the words 'or foreign air carrier permit' following the word 'certificate' in 297.23(a)(1). Since this amendment does not impose any additional burden on any person, notice and public procedure hereon are unnecessary and the amendment may be made effective on less than 30 days' notice."

The amended Section 297.23(a) reads as follows:

"(a) An international air freight forwarder shall not charter aircraft from a direct air carrier for cargo charter trips or special services in overseas or foreign air transportation between points or areas between which other direct air carriers are authorized to engage in unlimited scheduled air transportation through one or more certificates of public convenience and necessity naming such points or areas, (1) unless such direct air carrier has been issued a certificate or foreign air carrier permit authorizing unlimited scheduled air transportation between such named points or areas and could be authorized by the terms thereof to serve such points or areas on a nonstop basis, or (2) unless the provisions of either subparagraphs (i) or (ii) below are complied with."

ANGER OF DUTCH

(Continued from Page 6)

The State Department has denied any discriminatory intent against Holland. It stated that its turnaround of the route to Los Angeles had nothing to do with free enterprise, as the Dutch have claimed, but was a matter of fair exchange of equal facilities.

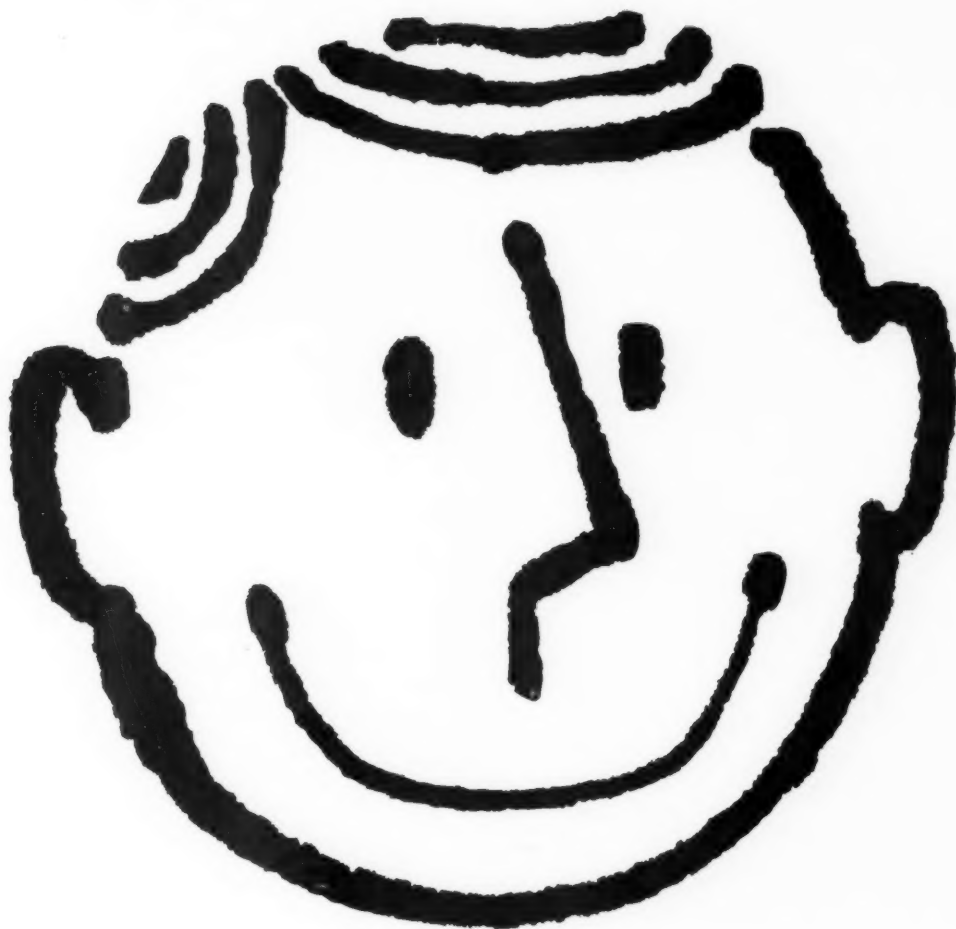
KLM was the first of the foreign airlines to ask a route to the West Coast. The application was rejected, but the airline was informed that it could reapply. Since that time three European airlines have been granted routes to the West Coast: SAS, BOAC, Air France and Lufthansa. The second refusal to grant such rights to KLM has had the effect of a political bomb-shell in The Hague where the House of Representatives voted condemnation of the action.

On the basis of ton-miles flown, KLM is the world's second largest carrier of international air freight. A tiny country, the Netherlands traditionally has performed shipping services for other trading nations. In the past 400 years, it established a top-ranking merchant marine, and in our own time one of the world's great airlines.

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